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Research on the innovation and entrepreneurship path of art and design college students returning to their hometowns in Hebei Province under the background of "digital intelligence"

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Abstract:
With the rapid development of digital technology and the advent of the era of "digital intelligence", it has become a new trend for art and design college students in Hebei Province to return to their hometowns for innovation and entrepreneurship. Based on the research on the innovation and entrepreneurship path of art and design college students in Hebei Province, this paper discusses the challenges, opportunities and development paths they face in the process of returning to their hometowns to start their own businesses under the background of "digital intelligence", aiming to provide practical guidance and enlightenment for this group.

Keywords:
Digital intelligence, Hebei Province, Art design, College students, Innovation and entrepreneurship in their hometowns

1.introduction

With the rapid development of information technology and the advent of the intelligent era, digitalization and intelligence have become the main trends in the development of today's society. In this context, the integration of traditional industries and emerging technologies is deepening, bringing unprecedented opportunities and challenges to all walks of life. As a discipline full of creativity and imagination, art design has also shown a new development direction and vitality in the wave of digitalization and intelligence. As one of the important economic provinces in China, Hebei Province has rich cultural resources and cultural heritage. As a group with creative and innovative potential in this province, art and design college students have become a new choice and trend to return to their hometowns for innovation and entrepreneurship in the era of "digital intelligence". They are not only facing the opportunities brought by digital technology, but also need to deal with the challenges of transformation and upgrading of traditional industries, and explore innovation and entrepreneurship paths suitable for their own development.

The purpose of this paper is to explore the path and mechanism of art and design college students in Hebei Province to return to their hometowns for innovation and entrepreneurship under the background of "digital intelligence". Through the combing of relevant theories and the selection of research methods, this paper deeply analyzes the current situation, dilemmas and opportunities they face in the process of returning to their hometowns to start their own businesses, and discusses the entrepreneurial paths and strategies suitable for their development. At the same time, through case analysis and empirical research, it provides specific refer-

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ence and enlightenment for the innovation and entrepreneurship of this group, and provides some reference and help for art and design college students in Hebei Province and even the whole country to return to their hometowns and start businesses.

The research significance of this paper lies in the theoretical and practical value of strengthening the integration of digitalization and art design, promoting the development of innovation and entrepreneurship in Hebei Province and even the whole country, and promoting the transformation and upgrading of local economy.

2. Background and significance

2.1 Returning to the hometown for innovation and entrepreneurship in the context of digital intelligence

With the continuous development of digital and intelligent technologies and the advent of the information age, digital transformation is being carried out in all fields of society. In this context, returning to the hometown for innovation and entrepreneurship has become a topic of great concern. Returning to the hometown for innovation and entrepreneurship refers to those who choose to return to their hometown to start a business or innovate after studying or working in the city for a period of time. In the context of digital intelligence, innovation and entrepreneurship in returnees are diversified, intelligent and digital. Only by fully grasping the development opportunities of digital technology and taking into account the actual situation can we better promote the development of innovation and entrepreneurship in returnees, and promote rural revitalization and economic transformation and upgrading.

2.2 Characteristics and advantages of art and design college students in Hebei Province

This paper mainly focuses on the employment of art and design graduates under the background of "digital intelligence", which has the typical characteristics of large overall base, obvious individual personality and strong professional skills, and the employment channels of art and design majors have the professional characteristics of flexibility.

3. Research Methodology

3.1 Data collection and analysis

Track the specific cases of graduates returning to their hometowns for innovation and entrepreneurship, and with the help of Tangshan Dingyi Decoration Co., Ltd., explore the design and operation model, and promote the results achieved. In the pilot process, we will strive to benefit the students within the scope of the implementation, and then promote the research results to the outside world. A number of indicators are used to evaluate the innovation and entrepreneurship methods of art and design graduates, so as to judge the trend and goal of the employment of design talents, which is conducive to the improvement of the innovation and entrepreneurship ability of design talents.

3.2 Questionnaires and interviews

According to the employment destination of art and design graduates, the questionnaire survey is carried out, and the types of entrepreneurship and employment of art and design graduates are investigated, and the corre-

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sponding questionnaire is formed in combination with the characteristics of the times, and the graduation research report of design major is classified and summarized. Individual interviews and group discussions were conducted for art and design graduates, and effective information was captured and analyzed to provide real and reliable data for this research.

4. Analysis of the current situation of art and design college students returning to their hometowns for innovation and entrepreneurship in Hebei Province.

4.1 Entrepreneurship Motivation and opportunities for returning home

Graduates returning to their hometowns to start their own businesses are when some people choose to start a business in or near their hometown, rather than in a city or elsewhere. The drivers and opportunities of this phenomenon can be summarized into the following aspects: emotional ties and a sense of belonging, geographical resource advantages: policy support and subsidies, and market opportunities: cost of living and pressure. It includes not only personal emotional factors, but also external factors such as geographical resources, policy support and market opportunities. For those who have plans to return to their hometowns to start a business, they need to consider these factors comprehensively and find their own positioning and opportunity points in order to better achieve their entrepreneurial goals.

4.2 Challenges and Problems

Art and design college students in Hebei Province may face some specific challenges and problems when they return to their hometowns for innovation and entrepreneurship, including: Lack of market awareness and demand: In remote or economically underdeveloped areas, there may be insufficient market awareness of art and design products or services, as well as a lack of related demand. Lack of talent and resources: Compared with large cities, there may be a shortage of talents and resources in areas where people return to their hometowns to start businesses. The field of art and design needs to be supported by people with professional skills and creative abilities, which may be more concentrated in big cities. Difficulties in capital and investment and financing: Entrepreneurship often needs financial support, but in areas where people return to their hometowns to start businesses, there may be a situation where the investment and financing environment is not mature enough and there are relatively few investment institutions. Therefore, entrepreneurs may face difficulties in raising funds, and need to actively look for various possible financing channels, such as bank loans, government support funds, angel investment, etc. Market competition and brand building: Even in smaller markets, there can be stiff competition. This is especially true in the field of art and design, as it is an industry full of creativity and individuality. Entrepreneurs need to think about how to stand out in the fierce market competition and build their own brand and competitive advantage. Policy and legal environment: In the process of starting a business, you need to face the norms and restrictions of various policies and laws. In some regions, there may be an imperfect or unfriendly policy environment, and entrepreneurs need to understand the relevant policies and regulations to avoid the risks and problems caused by this.

Therefore, art and design college students in Hebei Province are facing many challenges and problems when they return to their hometowns for innovation and entrepreneurship, which requires entrepreneurs to have enough courage, wisdom and adaptability, actively respond to challenges, and constantly find solutions in or-

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der to succeed in the highly competitive market.

5. Discussion on the path of innovation and entrepreneurship in the context of digital intelligence

5.1 Enrich the spiritual core and update the concept of "digital intelligence" employment

Colleges and universities and families should strengthen career planning and guide graduates in innovation and entrepreneurshipSchools should actively cultivate students' metacognitive ability while cultivating students' artistic professional abilities, so that students can develop comprehensively and balancedly and accumulate capital for innovation and entrepreneurship. In addition to continuously improving the comprehensive ability of students, art colleges and universities should also teach students certain management knowledge, business, taxation, investment, legal knowledge, etc. In addition, the method of school-enterprise cooperation can be used to let students feel the corporate culture, so that students will have their own unique judgment when they graduate. At the same time, parents have changed the shackles of traditional concepts such as "children have stable jobs and decent industries".

Colleges and universities should also pay attention to the cultivation of other abilities while teaching this professional course, so as to improve students' comprehensive cognitive ability and action. Encourage students to participate in more social activities, and encourage students to carry out internship training when conditions permit, so as to exercise students' hands-on ability and ability to unite and cooperate. At the same time, in addition to the guidance of employment and entrepreneurship in professional courses, the teaching and guidance of legal knowledge, management knowledge, investment and other course knowledge can be increased. Implement school-enterprise cooperation into concrete practice, so that students can truly participate in the enterprise and help students understand after graduation.

Parents change the shackles of traditional concepts such as "children have stable jobs and decent industries". The traditional concept of education and employment pays more attention to the protection of college graduates, such as whether there are five insurances such as pension, medical care, and health, and whether there are other benefits such as housing provident fund and occupational annuity. Parents should pay more attention to the interests of graduates and whether they can give full play to their own strengths in this professional position. In particular, art and design graduates are more independent and insightful in personality, and especially do not like the restrictions of conformism, rules and regulations, and yearn for a free, casual and relaxed working environment. Flexible employment methods can accumulate graduates' social experience, work experience memory and accumulate strength, which may be more suitable for recent graduates of art and design. At the same time, when there is an opportunity to develop towards a higher goal and direction, it has enough energy.

Therefore, in order to realize the return of art and design graduates to their hometowns for innovation and entrepreneurship under the background of "digital intelligence", scientific education and correct guidance at home and school are first needed as effective ways, so as to guide the direction of graduates in the process of choosing a career and create a healthy and flexible external environment.

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5.2 Gather support from various parties to improve the "digital intelligence" employment environment

In terms of national policies to strengthen the social security system and promote graduates to return to their hometowns for innovation and employment, the government and other relevant departments will improve the social security system related to entrepreneurship, strengthen the supervision of the network environment, and the payment and payment system of social insurance premiums, so as to realize that basic medical insurance and basic pension insurance can cover all employees including flexible employment as soon as possible, so that the state's support policies for college students to start their own businesses can be implemented, and the preferential policies for college students to return to their hometowns for innovation and entrepreneurship will be strengthened, and material support and intellectual security will be provided.

The state has gradually improved the flexible employment security system, flexible employment social insurance and other related policies. The State encourages and supports college students to start their own businesses, and has issued a series of relevant practical support policies to implement them in concrete implementation to protect their legitimate rights and interests. Recently, Hebei Province has taken new actions, the Hebei Provincial Department of Education, the Department of Finance and the Department of Science and Technology jointly issued the "Notice on Relying on Science and Technology Entrepreneurship to Promote the Employment of Graduates of Ordinary Colleges and Universities" in response to the employment problem, actively encouraging and supporting college graduates to start small and micro enterprises independently, increasing efforts to promote the construction of incubation parks, and encouraging college graduates to promote flexible employment. At the same time, in response to the epidemic period, the Hebei Provincial Department of Education has taken a series of specific measures to encourage colleges and universities to fully carry out online recruitment. Build a smart platform of "Internet + employment".

Therefore, the attention and support policies of the government and relevant departments to the employment and entrepreneurship of graduates returning to their hometowns are the social security for the exploration of flexible employment and innovative ways for art and design graduates. At the same time, while the state promulgates relevant policies, schools, parents, and graduates themselves need to have an in-depth understanding of relevant policies, and the preferential policies will effectively solve the problems of employment and entrepreneurship of graduates.

5.3 With the help of "digital intelligence" modern technology, innovate the online employment and entrepreneurship mechanism of college students

graduates themselves build a diversified platform for innovation and entrepreneurship, enrich the entrepreneurial path of graduates, and art and design graduates should change their employment concepts, realize the true meaning of their employment, establish a good attitude, accurately position themselves, and lose the traditional concept of "face". Students pay attention to the cultivation of their own quality in all aspects, especially with the help of "digital intelligence" modern technology, such as the use of the Internet platform for the preparation of design studios (proficient in the use of drawing-related software such as 3DMAX\ CAD\PS\SU, etc.), the use of short video platforms such as Douyin to promote relevant entrepreneurship and employment, and through the network of part-time teachers, etc., earnestly learn relevant employment and entrepreneurship knowledge, and actively adjust their mentality to make sufficient psychological and intellec-

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tual preparations for entrepreneurship. Finally, the path of innovation and entrepreneurship should be summarized, resources should be optimized, and the existing employment methods of innovation and entrepreneurship should be reorganized, so as to broaden the value path of innovation and entrepreneurship and make it develop positively.

(1) Taobao, ZBJ.com and other platforms to open stores or part-time designer services

At present, similar to Taobao and other online platforms not only sell furniture and other "physical" goods, "design services" are innovative products, in Taobao search keyword "soft decoration designer service" will appear a large number of stores, mainly through online ways to provide relevant guidance on interior design, such as hardcover room decoration, old house renovation can provide services. Especially in the context of the epidemic, offline design has been affected to a certain extent, in today's concept of "light decoration, heavy decoration", designers can flexibly pass on the design concept to customers through online methods, especially in the later stage of soft decoration design, through the online "purchase" method, soft decoration items furniture, green plants, fabrics, etc. This not only ensures the working hours of the designer, but also allows the client to carry out the work flexibly, and at the same time, increases the enthusiasm of customer participation to a certain extent. If you search for keywords such as "interior soft decoration" and "interior design" on Taobao, there will be stores of different sizes, from large national chain stores to small workshops such as design studios, all of which are starting businesses or finding employment through online design. Therefore, in the process of returning to the hometown to start a business and employment, a correct understanding of the online platform can lead to the entrepreneurship and employment of online merchants through professional knowledge.

(2) Enter new media platforms such as Douyin and Kuaishou to create new design careers

The rapid development of new media in the past two years has made Douyin and Kuaishou an indispensable part of people's lives. The emergence of new media and art design have common characteristics and are both new things. Especially in the context of the epidemic, new media platforms such as Douyin have become new media to "see the world without leaving home". Therefore, some art graduates gain attention through similar live broadcast platforms to disseminate art knowledge, which not only plays a role in promoting the dissemination of art, but also increases their own traffic and popularity, thereby transforming it into economic value. Therefore, returning art and design graduates can make full use of the characteristics of their major to start a business or employment with the help of new media platforms, such as students majoring in visual communication, who can start a business by editing short videos, the pace of life has become faster, and the openness of theaters under the influence of the epidemic has affected more and more people to make movies through Douyin clips. After the number of fans grows, you can also sell products to derive new employment and entrepreneurship methods, and at the same time, you can bring video clips to students. Art and design is a large discipline, and graduates of this major can develop innovative ways of flexible employment through inferences and new media platforms.

(3) Teachers of online and offline full-time and part-time training institutions

Art and design majors are avant-garde and flexible, and art graduates have the characteristics of active think-

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ing and adaptability, which allows many students in this major to transform into art trainers or art teachers according to students' interests and hobbies. In the context of the special period of the epidemic, many educational institutions have adopted a combination of offline and online work, and the working hours and locations are very flexible, which is fully in line with the work style pursued by art graduates. Some students of this major have obtained the certificate of teacher qualification examination during the university period, and have certain teaching and teaching ability, which has virtually broadened the employment channels of graduates of this major. Under the full guarantee of the relevant employment departments of the society, the school reasonably arranges professional courses and promotes employment guidance courses, and the graduates of art and design majors themselves are the most fundamental way to solve the innovative way of flexible employment, and they should give full play to their talents, accumulate strength, make full use of the reality and digital opportunities brought by the background of the times to start a business and employment, exercise their own risk-taking awareness and positive and optimistic attitude towards life, and essentially solve their own employment and entrepreneurship problems. In the end, it will contribute to its own personal development, family happiness, and social economy in the future.

In short, we should fully grasp the opportunities brought to art and design graduates in the era of "digital intelligence", combine the professional knowledge they have learned, and make good use of the relevant policies for innovation and entrepreneurship provided by schools, social and other departments, so as to improve their own entrepreneurship and employment capabilities, and solve their own employment problems.

6. Case Study

The 17th ring has a professional Yan Chengxu Taobao store called "Zhujia Soft Decoration Design Studio", which can be checked on Taobao. Observing the income curve, the income in the last year was not less than 8k per month, and the income in the peak season in August and September reached 15k. Although the amount of income does not fully represent the scientific correctness of this flexible employment method, it is sufficient to prove the feasibility of this plan to a certain extent. Its main tasks focus on interior design and landscape design, the specific work content is the drawing of construction drawings and renderings, and the completed design projects involve all parts of the country, including the United Kingdom, Canada, Thailand and other B&B design, and the finished product is currently displayed on Airbnb. At present, the completed projects in China are concentrated in Chongqing, Beijing, Guangzhou and other avant-garde cities. At the same time, it also proves that in some developed and avant-garde cities and countries, online designers are gradually accepted. Moreover, especially during the current epidemic period, various schools have been closed for management, and a large proportion of juniors and seniors are working part-time online to draw pictures. It not only exercises their professional ability, but also lays a solid foundation for entrepreneurship and employment after graduation.

Douyin user Hummingbird Decoration is the Douyin platform where Guo Tao created an offline design studio in Tangshan, because it has accumulated a certain source of customers offline and received good offline feedback. Therefore, in the early days of the establishment of the Douyin account, it has accumulated a certain number of loyal fans. This Douyin account mainly records the actual decoration project of this design studio, from the measurement of the blank room, the change of water and electricity, the demolition and modification of the wall, the pavement of the ceiling, the later soft decoration and other real-time records, more intuitive

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display from the design scheme to the actual effect, is the intuitive display of three-dimensional advertising. At the same time, he also conducted live broadcasts in his spare time to explain decoration knowledge for Douyin users for free, so he accumulated more customer sources, helped offline design wages through the Douyin platform for drainage, and accumulated strength for his own flexible employment. At present, the rate of attracting traffic through Douyin has become another new way for old customers to counter orders.

Therefore, it is not difficult to see that art and design graduates are still very flexible when choosing employment directions, and they are relatively broad in terms of employment channels. In terms of employment, it is not "pessimistic" as many people say. At the same time, it also has a certain degree of flexibility in the choice of employment location, especially in the era of "digital intelligence", and relevant employment and entrepreneurship work can be carried out through the Internet. Therefore, art graduates are still very selective in choosing a career after graduation, whether they stay in the city or return to their hometown to start a business and employment, if they want to achieve corresponding results, it comes down to internal factors, whether they are willing to pay wisdom and labor, with the help of the convenient conditions in the context of the times, to create wealth.

7. Conclusions and Implications

Under the background of "digital intelligence", the research on the return of art and design graduates to their hometowns to start a business and employment in Hebei Province promotes colleges and universities to change the concept of family employment around the goal of cultivating compound and applied talents in art and design, and enhance the self-realization value of art graduates, so that the cultivation of innovative talents in art and design can achieve a virtuous circle of sustainable development, so as to promote the reform and development of the employment of design graduates from point to area. Finally, it helps graduates deepen their perceptual and rational understanding of employment and entrepreneurship, and improves the employability of art graduates. At the same time, it has a very positive effect on rural revitalization, injecting fresh blood into rural revitalization, promoting rural economic development and achieving common prosperity. On the other hand, to a certain extent, it provides a more reliable theoretical basis and practical support for the employment status of art graduates in the same context. Provide theoretical research results for other researchers in this research direction.

Although this project has achieved corresponding results to a certain extent, it still needs further in-depth research in the future research process, and will keep pace with the times, and the employment concept and types of employment will be updated with the times. At the same time, it is also necessary to verify the long-term real-term feasibility of this project with time and practice.

Author Contributions

Conceptualization: L.Z.; Methodology: L.L.; Software: D.Z.; Validation: L.L.; Formal analysis: L.B.; Investigation: L.Z.; Resources: D.Z.; Data Curation: L.L.; Writing – original draft preparation: D.Z; Writing – review and editing: L.Z.; Visualization: L.Z.; Supervision: L.D.

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