Research on the Construction of Brand Planning and Design Course Group Based on Mass Innovation and Entrepreneurship Education

2022, Vol.3 No.2
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DOI: 10.37420/j.adr.2022.007
https://masonpublish.org

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Abstract
This paper takes Harbin-Cambridge College of Arts as an example to study how colleges and universities can deepen the reform of innovation and entrepreneurship education, create a multi-disciplinary and multi-professional cross-course group , and deeply integrate professional education with innovation and entrepreneurship education. By summarizing the current construction of the brand planning and design course group, determining the construction goals, planning the construction content of the course group, exploring its implementation path, and finally feedback on the construction effect of the course group, in order to create and integrate development, cultivate innovative spirit, Talents with entrepreneurial awareness and innovation and entrepreneurship ability provide theoretical basis and effective practical experience.

Keywords
Entrepreneurship and innovation education; Brand planning and design course group; Construction

Introduction

Entrepreneurship and entrepreneurship education organically integrates innovation education and entrepreneurship education. It is a systematic quality education. It takes courage to innovate and develop as the purpose of talent training, including establishing innovative spirit and entrepreneurial awareness, and developing entrepreneurship and innovation capabilities.

Innovation and entrepreneurship education originated in the United States, and its development has gone through three stages: the initial stage (from the 1940s to the end of the 1960s). The re-employment of veterans after World War II gave birth to entrepreneurship education in the United States; in the development stage (from the early 1970s to the end of the 1980s), the large-scale industry in the United States began to decline in the 1970s, and a wave of unemployment followed. Entrepreneurship education has been paid more and more attention; in the mature stage (from the early 1990s to the present), with the development of science and technology and the rapid development of the knowledge economy, it has become easier to start a business by yourself, and the education of entrepreneurship and innovation has become increasingly perfect.

In the early 1990s, colleges and universities in my country began to devote themselves to the exploration and research of entrepreneurship and innovation education. In recent years, the Ministry of Education has issued a series of related documents. Guided by the government and inspired by advanced foreign experience, Chinese colleges and universities aim to cultivate talents with innovative spirit, entrepreneurial awareness and ability to innovate and entrepreneurship, and deepen the reform of innovation and entrepreneurship education. The deep integration of professional education and innovation and entrepreneurship education has become one of the important directions of my country's higher education reform in the new era.

The Construction of the Brand Planning and Design Course Group

Harbin-Cambridge College of Arts currently has four majors, including visual communication design, environmental design, product design, and digital media art. Relying on the advantages of the college, the existing majors are precisely connected with the School of Business Administration and the School of Intelligence and Electrical and Electronic Engineering to create a multi-disciplinary Cross-course group, cooperate and interact in product modeling research and development, packaging design, brand image design, live broadcast, e-commerce sales, etc., make full use of modern cultural media means, and realize two-way communication between e-commerce live broadcast and digital media service platforms, laboratories and related enterprises Co-education. After the continuous research and exploration of the teaching team, the School of Art formed a brand planning and design course group in 2019, with the major of visual communication design as the main body, digital media art, product design, computer science and technology, and Internet finance.

In order to adapt to the economic and social development and cultivate high-quality and applied talents with innovative spirit and practical ability, the School of Art conducts research on the construction of a brand planning and design course group based on mass entrepreneurship and innovation education. The course group is based on the construction of the professional field of design, and according to the current needs of industry enterprises, a course group teaching team composed

of professional teachers and industry mentors has been formed. In terms of talent training, we insist on taking tasks as the carrier and project-led courses to form a teaching model of integration of production and learning and situational learning; we have established a teaching model that includes brand planning and management, information visualization design, guide design, display and display design, cultural Create a series of courses such as product design and IP image design, highlight the practical teaching link, strengthen the cultivation of students' practical ability and job occupation ability, adapt to the development needs of the industry, and have good development prospects.

After the continuous exploration and practice of the course team, the construction of the current brand planning and design course group has its own characteristics and highlights.

Innovate the "Five Horizontal and One Vertical" Talent Training Model

Build a "five horizontal and one vertical" talent training system Five horizontal refers to: "Theory + Practice", "Classroom + Studio", "School + Enterprise", "On-campus + Off-campus", "Creation + Competition", one vertical refers to: " The practice link runs through the entire talent training system vertically." With the concept of "practice is actual combat", the principle of "vertical penetration, horizontal interaction, centralized strengthening, and competition inspection" is proposed. Adhere to the individualized "five horizontal and one vertical" talent training model of the open studio, with students as the main body, with the teaching characteristics of combining on-site teaching and simulated entrepreneurship, and is an effective and innovative approach for brand planning and design course groups.

Constructing Three Major Industry-university Cooperative Education Platforms

Teacher sharing platform: In cooperation with the industry, well-known designers in the industry are hired as part-time practical instructors in schools. At the same time, teachers are sent to the industry for training, participating in design projects to improve their professional capabilities, and jointly forming a teaching team with design units to initially realize the sharing of human resources between schools and the industry.

Practical teaching platform: Established an internship training base with 12 industry units including Heilongjiang Kunweiheng Technology Co., Ltd. to form a close connection, build a stable school-enterprise cooperation relationship, and actively participate in on-campus practical activities to train students' innovative thinking ability. , artistic expression ability and practical operation ability. It also provides shared job training for senior students such as interaction design and brand planning, as well as digital media design, IP image design, e-commerce artist and other transferable

simulation positions.

Innovative creation platform: set up studios integrating teaching and creation, such as the existing northern folk art studio, cultural and creative product design studio, packaging design studio, e-commerce live broadcast and digital media service platform laboratory, etc., to undertake related designs The project also cooperates with enterprises to jointly develop and design products.

Deepen Classroom Ideology and Politics in the Integration of Specialization and Innovation

First, integrate professional knowledge with current affairs, politics and patriotism education, and cultivate applied talents with noble sentiments and patriotism, innovative consciousness and practical ability. Integrate the core socialist values into professional education, promote the spirit of patriotism, and enhance national self-confidence and cultural self-confidence. Improve professional quality, and gradually realize the fundamental task of "cultivating morality and cultivating people" in education. Second, use the principle of synesthesia to introduce multi-sensory elements into the classroom, and guide students to comprehensively perceive the charm of graphic language through hearing, touch, smell and other senses. Connect the organizational form of visual elements with art forms such as music, improve artistic expression ability, and enhance the artistry and infectiousness of teaching. Third, integrate folk art into classrooms and studios, and introduce traditional folk crafts such as paper-cut art and relief art into three-dimensional modeling design. In line with national culture, comprehend the charm of traditional culture, and improve artistic literacy and sentiment.

Comprehensive Use of a Variety of Teaching Methods

Based on the educational concept of the integration of professional education and innovation and entrepreneurship education, explore teaching methods that conform to students' own learning characteristics, teach students in accordance with their aptitude, and continue to carry out teaching method reforms. For example, in the brand planning and design course group, teaching methods and means such as experiential teaching, inquiry teaching, self-study tutoring teaching, and blended teaching are mixed. The comprehensive use of teaching methods is conducive to the realization of individualized talent training, encourages and supports students to give full play to their imagination, dare to innovate and be good at innovation, and produce a relatively complete higher education system in teaching practice.

Brand Planning and Design Course Group Construction Goals

Achievement-oriented, Establish a High-quality Brand Planning and Design Course Group Based on Entrepreneurship and Innovation Education

Follow the OBE concept, establish the goal system of innovation and entrepreneurship education based on the output, combine the school positioning, formulate the general ability goal of innovation and entrepreneurship education according to the needs of society and industry enterprises for the innovation and entrepreneurship ability of college students, and then decompose the specific ability and quality indicators Click to reverse the course content. Make the training objectives of innovation and entrepreneurship education and professional education complement and integrate, and realize the organic combination of innovative thinking training and professional knowledge learning, and the organic combination of innovative method application and professional skills practice. Create a high-quality brand planning and design course group.

School-enterprise Co-education, Based on Dual-creation Education to Build a High-level Brand Planning and Design Course Group Teaching Team

A course group teaching team composed of professional teachers and industry mentors. Realize the classified development of teachers, effectively promote the improvement of teachers' teaching ability and rapid integration into the teaching work of the college, and build a high-level application-oriented teaching team with broad vision, reasonable structure and professional expertise. Form a high-level dual-qualified teaching team with a reasonable age structure, rich teaching experience, and school-enterprise integration.

Resource Sharing, Establish a High-standard Brand Planning and Design Course Group Practice Base Based on Entrepreneurship and Innovation Education

Meet the needs of the industry, promote the integration of theory and practice, and support in-class and extra-curricular, realize the close connection between practice platform construction and job ability training, supplement innovation and entrepreneurship teachers, and improve teachers' practical ability. The professional course group emphasizes real questions and real practice, breaks the traditional subject knowledge system structure, connects the practical platform with the brand planning and design industry application according to the ability indicators, and establishes a comprehensive practice base of high-standard brand planning and design course group integrating innovation and entrepreneurship training.

Specializing in Innovation and Integration, and Deepening the “Five Horizontal and One Vertical” Talent Training Model Based on the Brand Planning and Design Course Group

Taking professional innovation courses as the “link”, build a “longitudinal” innovation and entrepreneurship course system that runs through the entire process of talent training, deepen the “five horizontal and one vertical” talent training model, cultivate students’ ability to solve complex professional problems, professional education and innovation and entrepreneurship practice training Integrate and cultivate students’ ability to integrate theoretical knowledge and creatively apply it to professional fields.

Brand Planning and Design Course Group Construction Content

Build a Brand Planning and Design Curriculum Target System That is Integrated with Entrepreneurship and Innovation Education

To deepen the reform of innovation and entrepreneurship education in application-oriented colleges and universities, the focus is on educating people, and it is necessary to establish a training system that integrates with professional education. This is the focus and difficulty of innovation and entrepreneurship education reform. Based on the construction of brand planning and design course group, Harbin Cambridge College of Arts integrates innovation and entrepreneurship education into the whole chain of talent training. In the traditional talent training program curriculum system framework, it sets up dual entrepreneurship and employment courses and professional ability practice in the second classroom The course supports the cultivation of students’ innovation and entrepreneurship ability, and establishes an education platform for basic subject courses and an education platform for professional core courses, so as to realize the consolidation and learning of professional knowledge in the brand planning and design course group. Adhere to the school’s school-running philosophy of “education-oriented, quality-based school, and characteristic development”, comprehensively strengthen connotation construction, and control the quality of talent training.

Reshaping a New Form of Teaching Methods and Evaluation Mechanisms That Integrate with Entrepreneurship and Innovation Education

Under the background of modern information technology, promote the informatization process of education and teaching, and form a higher education cloud system with flexible time and space, diverse information, and standardized management. Explore a customized education paradigm that integrates the characteristics of networking, digitization, intelligence, and personalization, and promote the formation of a new form of education and teaching of “Internet + higher education”. Create a new ubiquitous learning environment in which everyone can learn, can learn everywhere, and

can learn from time to time; the college has launched innovative exploration of procedural assessment covering all courses, and attaches great importance to learning process assessment and student ability evaluation. Reduce the weight of the final exam results. In the teaching process, teachers are encouraged to assess students' learning achievements through online answers, research reports, group discussions, daily tests, and large assignments. Certificate certification and other forms of assessment of students' learning effect. Build a flexible evaluation standard to realize the organic combination of overall evaluation and individual evaluation, process evaluation and result evaluation. Realize the individualization of personnel training, the diversification of teaching evaluation, and the scientific decision-making of education.

Improve the Ability and Quality of the Teaching Team That is Integrated with Entrepreneurship and Innovation Education

Professional teachers and innovation and entrepreneurship instructors are integrated with each other. By participating in academic forums, job promotion training and special training, teachers can improve their ability to master cutting-edge academic theories, latest technological achievements and industry practical experience, and integrate them into innovation and entrepreneurship teaching. The faculty team with theoretical literacy and practical experience realizes the gathering and sharing of faculty resources inside and outside the school, and improves and solves the problems of lack of innovation and entrepreneurship faculty and low ability.

Build a Platform for Co-construction and Sharing of Educational Resources That Integrates with Entrepreneurship and Innovation Education

Establish a network platform for the connection between professional education and job requirements, promote two-way exchanges between "on-campus education" and "off-campus practice", and form a new all-round and whole-process collaborative education mechanism of "active participation of the government + open sharing of institutions + deep involvement of enterprises". Together with well-known enterprises in the region, we will build a production-education integration base that integrates the functions of "student internship and employment, teacher training, and enterprise exchange and cooperation". Transform theoretical knowledge into practical skills, and then transform practical skills into social productivity, realize the organic integration of practical teaching, scientific research, technical services and other functions, and take demand-connection-service-feedback-improvement as the main line to achieve sharing with industry platforms, Instrument sharing, document sharing and expert sharing.

Implementation Path of Brand Planning and Design Course Group

Formulate Training Programs and Build Curriculum Systems Based on Enterprise Needs

Harbin Cambridge College fully understands its own advantages, disadvantages and development needs, recognizes the importance of school-enterprise cooperation in the cultivation of applied technical talents, adheres to the development path of school-enterprise cooperation in the cultivation of applied talents, and vigorously promotes the development of school-enterprise cooperation. In-depth development, and constantly improve the application-oriented talent training system. In order to ensure the simultaneous development of application-oriented talents training goals and actual social needs, the college invited people from Harbin Red Carp Film and Television Culture Media Co., Ltd., Heilongjiang Guangwei Creative Design Co., Ltd., Chengdu Shuiyu Culture Media Co., Ltd., Yezhifeng Novartis Home Decoration Group Co., Ltd. and other industry experts from inside and outside the province participate in the revision of the talent training plan. Industry experts and university experts jointly develop brand planning and design course groups, organize teaching content and determine training goals, so that talent training can adapt to economic, social and industry development.

Establish a Mentor Responsibility System Based on Employment Trends

The school attaches great importance to "industry-education integration, school-enterprise cooperation" and actively seeks partners. While innovating the talent training model and improving the quality of talent training, more educational resources have been obtained, thereby improving the social service ability. Ultimately realize the core competitiveness of colleges and universities.

In the professional comprehensive practice and graduation design stage at the undergraduate stage, the tutor system is implemented. From the third year, students choose the group and direction of professional comprehensive practice and graduation design according to their personal interests. Each group and direction are led by different tutors to enter the corresponding courses. group study. Tutors provide consulting services for students' professional learning, and the teaching team of brand planning and design course group realizes tutors' in-class guidance and after-class tracking. During the internship, the tutor will connect with the internship unit, equip the students with corporate tutors, and supervise and manage the students. In the graduation design stage, guide students to complete the graduation design project. Assist students to adapt to job requirements and become an employee with professional ability and professionalism.

Improve Teachers' Assessment and Evaluation Indicators Based on Job Skills

The current teacher evaluation is based on "thesis", ignoring the evaluation of social services, cultural communication, social practice and other aspects. Therefore, in the aspect of specialized innovation and integration to promote the cultivation of applied talents, the teachers of the teaching team are subject to classified assessment and evaluation. In the implementation of school-enterprise cooperation, teachers can be added to the company to take a temporary job every school year to improve their job skills, the content, time or frequency of participating in practice, the specifications for enterprise consulting and training services, and the achievements of school-enterprise cooperation in scientific research projects and other related aspects. Incorporate the content of teacher evaluation to make the work related to school-enterprise cooperation an internal driving force for teachers to participate in practice. The social practice of teachers' teaching and social services conducive to education should be included in the evaluation of teachers' professional titles, rewards and punishments. Only by improving teachers' job skills and innovation and entrepreneurship ability can we promote the implementation of entrepreneurship and innovation education.

Building a School-enterprise Cooperation Information Platform Based on Information Technology

It is proposed to use information technology to build a "precise push mechanism for school-enterprise cooperation, push on demand", which is an innovative aspect in the field of school-enterprise cooperation. It is recommended to apply analysis technology and precise push technology to the school-enterprise cooperation service information platform to build a school-enterprise cooperation database. Conduct relevant analysis and association rule mining on the information of the three main subjects of school-enterprise cooperation, establish a matching mapping relationship among schools, enterprises and students, rely on information technology to achieve "resource sharing, and share enterprise project resources corresponding to course groups" and learning materials to students, and high-quality student information at school to enterprises in related fields, forming a two-way interaction between schools and enterprises, realizing "on-demand push", and promoting schools, enterprises, students and teachers to selectively facilitate and efficiently To obtain the required resources, improve the level of school-enterprise cooperation, and innovate the school-enterprise cooperation model.

The Effectiveness of Brand Planning and Design Course Group Construction

Promote Social Services and Carry out E-commerce Agricultural Aid Projects

Students from different majors form design teams for common hobbies and pursuits, and cooperate with each other to complete design projects. Actively participate in skill competitions, horizontal projects, etc., break through professional limitations, and form multi-dimensional design thinking and concepts, which is conducive to the realization of quasi-creative integration. For example, the e-commerce live broadcast and digital media service platform laboratory is used in combination with the professor's studio to devote themselves to social practice, carry out agricultural assistance projects in cooperation with the Tieli E-commerce Office, and design products for some small enterprises under the Tie-li E-commerce Office. Outer packaging, and provide e-commerce agricultural assistance services. College students are a combination of "designers" and "Internet shop anchors", using characteristic product packaging design, recommending Tieli's special products, innovating marketing strategies, cooperating with Tieli farmers, purchasing various agricultural and sideline products, and using design packaging to fully express Brand connotation, improve the added value of products, and perfectly combine theory and practice. In 2021, he will complete the series of graduation design achievements such as "Packaging Design of Tieli Yuhong Dandelion Root Tea Series", "Packaging Design of Shenshu Brand Fresh Stewed Snow Clam Series", and "Packaging Design of Jiagao Biotechnology Cosmetics Series Products".

Strengthen the Integration of Specialization and Innovation, and Guide the Practice of Innovation and Entrepreneurship

Based on the OBE talent training concept, the college actively explores an innovative education model centered on course groups in the teaching of professional basic courses, professional core courses, and professional optional courses, integrates innovative concepts, methods and situations into classroom teaching, and focuses on cultivating students' abilities. Dual-creation capability. Relying on the laboratory of e-commerce live broadcast and digital media service platform, teaching is carried out around project topics, so that classrooms, experiments, and practical training teaching are project-based, and college students' innovation and entrepreneurship projects are included in the brand planning and design course group to guide students in innovation and entrepreneurship training. In order to improve scientific research ability and professional practice ability, students can realize the importance of professional knowledge in innovation, entrepreneurship and activities. The teaching team of the course group guided the completion of "Entrepreneurship Practice of Campus Network Art Photo Studio", "Application of Flax Fiber Art in the Design of Harbin Ice and Snow Tourism Souvenirs", "Development and Design of Tourism Products with Historical and Cul-

tural Characteristics of Harbin", "Heilongjiang Regional Culture-based Development and Design". Research on Innovative Design and Application of Ceramic Art, "Development and Design of Oroqen Folk Tourism Souvenirs", "Urban Gift Design with Cultural Landmark Characteristics of Heilongjiang Province as Elements", "E-commerce Agricultural Products, Brand Planning and Design Service Platform", "We Media" E-commerce Digital Media Video Production Service Platform", "Research on Heilongjiang Folk Culture and Agricultural Product Brand Design", "Agricultural Tie Li—Commodity Packaging Design", "Heilongjiang Folk Culture and Agricultural Product Brand Design Research", "WeChat Public Platform-based Research There are more than 30 innovation and entrepreneurship projects for college students related to the research direction of his studio, such as "Development and Design of Cultural and Creative Products for Heilongjiang Four Minorities Folk Customs Tourism".

Conclusion

The construction of the brand planning and design course group based on entrepreneurship and innovation education follows the principles of output orientation, student focus, and continuous improvement. Research from multiple dimensions can optimize the curriculum and teaching arrangements, and make innovation and entrepreneurship education closely linked with professional education content. Based on the concept of student-oriented, ability-oriented, and comprehensive development, this paper proposes the construction of brand planning and design course groups, which can lay a theoretical foundation and practical research experience for cultivating students' innovative thinking and comprehensive quality.

Funding

This article is the research result of the 2021 Ministry of Education Department of Higher Education's Industry-University Cooperation Collaborative Education Project "Research on the Construction of Brand Planning and Design Course Groups Based on Innovation and Entrepreneurship Education" [No. 202102022035].

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