

Employment-Oriented Teaching Reform of Clothing and Apparel Design in Vocational Colleges

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Abstract

At present, in order to train the high quality talents that the society really needs, the vocational colleges in our country follow the trend of social development, and carry out related teaching reform. Many vocational colleges attach great importance to the mastery of clothing and apparel design professionals in order to send more practical talents with strong comprehensive ability to the society. Based on the employment orientation, the colleges should construct the teaching system and contents of clothing and apparel design consistent with its actual development, which is of great significance to the development of the students. In the new period, first of all, the college should have the latest idea, actively explore the advanced teaching methods, constantly improve the traditional teaching methods and promote the practical enhancement of teaching in various ways. This paper mainly discusses about the teaching reform of clothing and apparel design in vocational colleges under the guidance of employment for reference.

Keywords

Employment-orientated; Clothing and apparel design; Teaching reform.

1. Introduction

In the clothing industry of our country, apparel design is closely related to the development of fashion trend. Therefore, in recent years, vocational colleges pay more and more attention to apparel design, which embodies the accelerating development of our national economy. With the cultural and artistic atmosphere, clothing and apparel design has been loved by many people. However, there are still many problems in the teaching process of clothing and apparel design in our country at present, such as outdated teaching methods and teaching ideas. In order to ensure that the educational effect of clothing and apparel design is more ideal, we should reform the teaching of clothing and apparel design in vocational colleges on the basis of employment orientation.

2. Meaning of Apparel Design

At present, apparel design occupies a very important position within the design industry and is a comprehensive design, mainly including the customer psychology, aesthetic, sales, clothing, art and other aspects of the content, through which clothing of artistic and practical value is designed[1]. In the process of developing apparel design, we need to consider all aspects of the elements, including the clothing personality, aesthetic, material selection, construction and other important design elements, and to show the characteristics of the combination of perception and rationality[2]. Therefore, in the process of developing process design on the basis of reasonable and strict rules and methods, designers should fully embody their innovative imagination, design ideas and so on, and then fully show the personality and aesthetic sense of the designed clothing, and in order to integrate the emotional factors of some designers into it, make the clothing more abundant. Secondly, in order to meet the needs of social growth, apparel design should be combined with market economy factors, customer's

consumption habits preference and personality characteristics to present rich and colorful national and regional cultural characteristics.

3. Necessity of Teaching Reform for Clothing and Dress Design Specialty

3.1. Social Development Requires That the Teaching of Clothing and Apparel Design Majors Can Be Synchronized with the Development of the Times

At present, the clothing industry plays an extremely important role in the economic development of our country. Under the background of globalization, the world clothing industry has been gradually integrated. Therefore, the teaching of apparel design in China can keep pace with the development of the times and keep up with the world trend. In the era of globalization, many developed countries in Europe and the United States have established many clothing production and processing bases in China. We need to train creative apparel design personnels to ensure that they can meet the requirements of the western countries.[2] Therefore, in our vocational clothing and apparel design teaching procedures, we should actively reform and innovate some traditional design teaching ideas. Students should make every effort to learn relevant professional knowledge, fully understand apparel design, actively cultivate students' practical ability, carry out innovative design and promote the development of apparel design major in China and lead the world fashion design trend.

3.2. Apparel Design Teaching Needs to Show Practicality and Sociality

With the development of apparel design teaching, teaching courses directly affect the quality of teaching. Most vocational colleges usually attach too much importance to teaching theoretical knowledge and abstract teaching contents when arranging teaching courses and selecting contents of apparel design, which leads to students' difficulty in understanding knowledge and their incomplete mastery of knowledge. It has a great impact on students' scientific and comprehensive understanding of apparel design. The teaching reform is mainly to reform the teaching curriculum, which is very important. It will have an impact on the students' understanding of the degree of apparel design, and also directly reflect the quality of apparel design teaching. Apparel design learning is very practical and social, the design of clothing is to give people to wear, need to fully reflect its social value. In addition, practicability is also essential. If a dress can not be worn but just for people to watch, it will significantly affect its practical value except art.

4. Measures for Teaching Reform of Clothing and Apparel Design Specialty in Higher Vocational Education Based on Employment Orientation

4.1. To Keep Abreast of the Latest Developments in the Industry and Keep Teachers up to Date with Their Ideas

Compared with college students, the students in vocational colleges have a poor foundation of overall cultural knowledge, lack of strong autonomous learning ability, and do not pay enough attention to the study of professional ability. Learning effect and teaching quality will be significantly reduced. In order to improve the teaching quality and promote the students' learning ability and professional technical ability. College teachers should carry out scientific and reasonable teaching reform to solve the shortcomings of teaching. For example, before the formal teaching, teachers can show students the live videos of the fashion conference of international famous clothing brands, which can not only attract students' attention, but also deepen students' understanding of the trend of fashion design.

Taking the clothing structure course as an example, the teacher leads the students to study the long skirt, can collect some of the most popular pictures of the long skirt style at the stage of

preparing lessons, and prepare the courseware with matching text at the same time. When the students understand the structure and style of the long skirt, the teacher can play the courseware prepared in advance for the students, and with the help of the vivid courseware, all kinds of styles can be hung directly in front of the students, and then stimulate the students' creative inspiration. Then the teacher can let the students design independently and start drawing sketches. This teaching method is very beneficial to the students' active and active learning, and then obtains the best teaching effect.

4.2. Facing Market Demand and Highlighting the Practicability of Teaching Content

When apparel design majors' employment competition ability in vocational colleges are evaluated, innovation spirit, innovation ability and practice ability are the key. When vocational colleges realizes this point, they gives the student more opportunities to enter the society and enterprises, and offer real talented persons to the enterprise. After participating in the practical courses, students will actively explore and study the relevant courses, and constantly promote the students' manual operation ability to meet the needs of the society. Based on the requirements of professional ability of garment designers, this paper makes a comprehensive analysis of the corresponding technical demands and emphases, and focuses on optimizing the relevant teaching contents and constructing a special curriculum system. The proportion of professional basic blocks, professional theory courses and practical courses are arranged reasonably, and the proportion of practical courses is increased in moderation[3]. In order to lay a solid foundation for the orderly and healthy development of the subject, the curriculum contents and system of the existing talent training programs should be combed, focusing on the excellent courses and the core courses, strengthening the advantages of the subject, integrating the educational resources well, widening the thinking of running a college.

4.3. Strengthen the Construction of Courses and Improve Teaching Methods

It is necessary to strengthen the course construction and improve the teaching method in the teaching reform of clothing and dress design specialty in vocational colleges[4]. With the help of space courses, micro courses and network curriculum construction, the teaching system of this major is comprehensively reformed and explored, and reasonable and effective teaching methods are adopted to achieve the goal of teaching reform smoothly. In addition, "Integration of Work and Learning" and "Project Based Teaching" are also very advocated as teaching reform ideas.

Project based teaching method is a teaching method in which students learn by actively engaging in real-world and personally meaningful projects. It is mainly for students to participate in a real project operation with the guidance of teachers in class. Students purposefully apply their ideas and theoretical knowledge in practice, while responding to various situations that may occur in the project to promote their own management ability, team awareness, adaptability and so on. Teachers play a leading role, encourage and guide students in time, and give students help to solve unexpected problems better. In addition, after the completion of the project, teachers should also guide students to reflect on their problems in the project, the advantages and the degree of adaptation to the social quota found, and give comments on all students, their future employment and other aspects of their development direction. For example, teachers can let students design a series of autumn windbreaker products for a brand. When the teacher establishes the project direction, they can lead the student to base on the brand product market position and the product style, free group discussion. After the corresponding design plan formulates, the teacher may give the related suggestion to the students' design thoughts. Then the students modify the plan, design the actual products make the related drawings and finally present the final results. Students can

combine their own strengths, undertake the corresponding tasks in the group and at the same time help each other to learn and make progress as well.

4.4. Strengthening the Cultivation of Students' Professional Qualities

Students majoring in clothing and apparel design must have a professional consciousness. The apparel design based on employment orientation should pay attention to cultivating students' professional accomplishment in the following aspects: first, increase the penetration of knowledge between disciplines. Apparel design is a kind of art. In order to improve students' professional level, we must pay attention to cultivating their aesthetic and appreciation ability. Therefore, in addition to professional courses, teachers should also use many interdisciplinary disciplines to infiltrate each other, such as design aesthetics, color science and other disciplines, so as to promote students' design skills and aesthetic ability, so that their higher professional literacy can be cultivated, promote their social competitiveness, and lay the foundation for better employment in the future. Secondly, deepen the understanding of industry dynamics. Based on the current employment orientation, students' design works and ideas are always synchronized with the development of the times. In teaching, teachers should focus on cultivating students' practical ability, such as encouraging students to carry out more market research, reading more professional documents, so that they can have a fuller understanding of the market dynamics, so as to make reasonable adjustments to their design direction and promote their own learning ability in the process of practice. Finally, pay attention to the cultivation of international consciousness. Under the new situation, apparel design works began to enter the international market. Students should strengthen their study of foreign popular trends and design ideas, broaden their horizons, make their apparel design have more obvious international characteristics, in order to promote their core competitiveness and become the real talents needed by enterprises.

4.5. Docking of the Enterprise Post and the Specialized Training, Integration of the Working Time Training Pattern and the Production and Research Pattern

True knowledge comes from practice, and theory learning in class can not help students adapt themselves to employment needs. In order to give students more opportunities to participate in practice and train more high-quality talents for the society, vocational colleges begin to pay attention to increasing cooperation with their counterparts, create entrepreneurial bases and enterprise practice bases. To provide students with more opportunities to practice in the post and enterprise, and then accumulate rich production technology experience. At the same time, in order to connect better with enterprises, some colleges are also exploring the implementation of the studio training plan, based on the teaching direction and the needs of professional courses, setting up various studios such as the denim design studio and children's apparel design studio, knitting apparel design work and introducing relevant clothing enterprises in the studio to carry out enterprise management and operation. With the help of college teachers and enterprise technicians, the students independently complete the corresponding work of the studio enterprise management project. Before entering the studio, students must learn and master the basic practical skills and theoretical knowledge of the relevant major, and then the role of interns can participate in the relevant work of the studio[5]. With the help of the corresponding learning, practice and exercise in the studio, we can finally cultivate practical talents who really meet the needs of the enterprise. This model not only provides some human resources to enterprises, but also creates a good practical platform for students, so that enterprises and colleges can profit.

5. Conclusion

Clothing education occupies an extremely important position in the clothing industry, which directly affects the fashion trend of clothing at the present stage. We should not only limit ourselves to teaching in colleges and can not do without the strong support and participation of local enterprises, educational institutions, individuals and society. At the same time, the specialty of apparel design should constantly innovate the teaching idea and curriculum, so as to keep pace with the times, train the real talents needed by the clothing industry and keep pace with the rapidly developing clothing industry. Therefore, to build a sound practical teaching model, students can adapt to the needs of their posts in the shortest time after graduation and reduce the running-in period with employers, in order to promote clothing education and clothing industry and realize win-win of them.

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