

# Research on Fashion Culture Education in Fine Art Colleges and the Development of Urban Fashion Culture Industry

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## Abstract:

Aesthetic education in the new era has been pushed to a higher position in education, and fine art colleges have been endowed with new era connotations in the process of talent training. As a part of art education, fashion culture education seems to have different connotations from aesthetic education, but it is inextricably linked with urban culture, urban ecology and fashion industry. How to correctly grasp the background and current situation of fashion culture education in art colleges and universities in the new era, explore the path suitable for fashion culture education and talent training in art colleges and universities in China's new era. Combined with the current situation and needs of urban fashion culture industry under the background of the educational development planning of the "14th Five-Year Plan", and plan the integration and development mode of fashion culture education and urban fashion culture industry in art schools in the current and future periods, which is the main content of this paper.

## Keywords:

Art Colleges, Fashion Culture Education, Cultural Industry Development

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## 1. Background and Current Situation of Fashion Culture Education in Art Colleges

Fine art colleges and universities are specialized in art education, teaching research, creative practice and application. Compared with comprehensive universities, they have strong professional and disciplinary characteristics. Taking the eight major fine art colleges in China as an example, the division of disciplines is mainly composed of two disciplines: fine arts and design. Among them, design disciplines are mainly inclined to serve the design needs of various categories in the market. The majors corresponding to fashion culture education in fine art colleges are mainly design disciplines that are close to public life, such as fashion design, visual communication design, industrial product modeling design and environmental art design. With the gradual improvement of people's desire for a better life, people's pursuit and demand for self-aesthetic quality, fashionable lifestyle, and fashionable products are also

further improved. Therefore, the fashion culture education in fine art colleges is particularly prominent and important for giving play to the role of “educating people with aesthetic education, educating people with culture, and improving students’ aesthetic and humanistic quality”. General Secretary Xi Jinping attaches great importance to aesthetic education. In April 2021, General Secretary Xi Jinping delivered an important speech when he inspected the Academy of Arts and Design of Tsinghua University. He pointed out that fine art, art, science and technology supplement each other, promote each other, and complement each other, and it is necessary to give play to the important role of fine arts in serving economic and social development, apply more art elements and artistic elements to urban and rural planning and construction, enhance the aesthetic charm and cultural taste of urban and rural areas, and better serve the high-quality life needs of the people, improve cultural self-confidence, use beauty as the medium, and strengthen international cultural exchanges [1]. This not only points out the direction for China’s art academies to run schools, but also puts forward clear requirements for the function and role of fashion culture education.

Since the reform and opening up, tremendous changes have taken place in China’s fine art education. Art and design are closer to the needs of people’s life and social development, especially the discipline of fashion design, which directly or indirectly empowers the construction of economic industry. The fashion culture education of art design majors in domestic key art colleges and comprehensive universities mostly set up professional catalogues and enrollment plans around the needs of national and local fashion culture industries, and trained a large number of applied art and design talents, which serves the development of national and local fashion culture industry.

## **2. The Training Path of Fashion Culture Education Talents in Fine Art Colleges**

### ***2.1. Focus on Fashion Culture Education and Cultivate High-Level Fashion Talents***

Fashion culture education in fine art colleges in the new era, on the one hand, should adapt to the basic laws of fine art colleges and educational development, and on the other hand, as the achievement of fashion culture education, the goal and quality of personnel training as well as the research and innovation of fashion culture itself, should be able to adapt and lead the fashion culture industry at present or in the future. For example, in the early stage of reform and opening up, the domestic economic and social development level was relatively low, at that time, domestic fine art colleges were also facing the initial stage, which was deeply influenced by western fine art colleges, and the design disciplines were relatively single, the industrial demand was mainly to meet the functional needs of users. Since 2000, especially in the past 10 or 20 years, with the iterative development of science and technology, the advent of the Internet information technology revolution, the era of economic globalization and the acceleration of global integration, the education of contemporary fine art colleges has been greatly promoted. In particular, a series of policies, such as education in a powerful country in China, have put forward new requirements for the development of art education in the new era. Therefore, the traditional mode of art education and disciplines are difficult to meet the requirements of the state and society for art education in the new era. The fashion culture education in fine art colleges in the new period is to implement the guiding ideology of the new liberal arts, to

integrate the original design disciplines and art disciplines, and to cross disciplines with engineering and other disciplines to meet the needs of the new era industry and the market for the development of the fashion culture industry.

## ***2.2. Focus on the Construction of Fashion Majors and Promote the Systematic Development of the Fashion Culture Curriculum***

The construction of fashion major is the fundamental guarantee of fashion culture education in fine art colleges, which determines the direction and category of talent cultivation. The construction of fashion curriculum system is the unit and support of fashion major, and the structure and quality of curriculum system directly affect the quality of talent training. At present, the professional construction and curriculum system construction of fashion culture education in fine art colleges are the key factors that reflect the matching degree between fashion culture education and teaching in fine art colleges in the new era and the current development of fashion culture industry. Fashion education plays an important role in the new stage of national development. In the next step, in teaching, scientific research and social services, it is necessary to focus on the construction of fashion design majors and promote the construction of fashion culture design curriculum system, so as to cultivate art talents with wider vision, greater responsibility, more dedication and feelings of “Family-country”.

## **3. The Development of Urban Fashion and Cultural Industry Under the Background of the “14th Five-Year Plan” Education Development Plan**

### ***3.1. Development of Urban Fashion Culture Industry Under the Background Of the “14th Five-Year Plan” Education Development Plan - Taking Hubei Province As An Example***

At present, the world is facing a great change that has not happened in a century. A new round of scientific and technological revolution and industrial transformation is surging forward. If you don't know how to change, don't respond to changes and don't seek changes, you may fall into strategic passivity, miss development opportunities and even miss the times. Hubei, as a major education province, has millions of college students. In order to build a high-quality education system and accelerate the modernization of education, it took the lead in building a strong education province in an all-round way. According to the “14th Five-Year Plan for the Development of National Education”, the “14th Five-Year Plan for the National Economic and Social Development of Hubei Province and the Outline of the Long-term Goals in 2035”, “Hubei Education Modernization 2035”. In 2021, Hubei provincial government issued the “14th Five-Year Plan for the Development of Education in Hubei Province” (hereinafter referred to as the “Plan”), with a total of nine catalogues, pointing out that it is necessary to start a new journey of building a strong education province, improve the systematic implementation mechanism of establishing morality and cultivating people, promote the high-quality development of all kinds of education at all levels, deepen the comprehensive reform in the field of education, and enhance the ability of education to serve economic and social development.

In order to improve the ability of education to serve economic and social development, the “Plan” clearly points out that it is necessary to improve the talent

supply level, improve the innovative service ability of colleges and universities, improve the strategic support for the development of service areas, improve the level of cultural inheritance and innovation, and improve the six specific guidelines for the level of education opening to the outside world [2]. Hubei's fashion industry has profound cultural heritage, complete industrial chain, rapid development of cultural industry, gradual increase in the proportion of added value of cultural industry in GDP, a large number of cultural industrial parks have been completed and put into use, a number of leading enterprises have a national influence, and characteristic cultural industry clusters are blooming everywhere. Therefore, Hubei's cultural industry and fashion industry have good development opportunities and abundant human resources. Taking Hubei Institute of Fine Arts as an example, in recent years, based on Hubei's economic development, it has continuously optimized the discipline structure and deepened the goal of talent training mechanism, which has provided a strong support for the development of Hubei fashion culture industry.

### ***3.2. The Requirements for the Development of Urban Fashion and Cultural Industry Under the Background of the "14th Five-Year Plan" Education Development Plan***

As the design capital of the world, in recent years, the fashion and cultural industry in Hubei has been growing and developing, with a year-on-year growth trend. However, from a global perspective, the proportion of domestic residents' fashion and cultural consumption expenditure is still very low; from a national perspective, the development of Hubei's fashion and cultural industry is still insufficient, and even compared with other central provinces, it is not ranked high. There are still unbalanced development, insufficient transformation, imperfect market and lack of talents. In view of the current situation of the development of the fashion and cultural industry in Hubei, especially the uneven quality of employees in cultural industry, fashion creative industry (publishing and distribution, clothing design, animation games, advertising design) and other industries, and the serious phenomenon of talent gap in stage art, non-genetic inheritance and other industries. Under the guidance of the "14th Five-Year Plan" for educational development, urban fashion culture industry has put forward new requirements for education and talent cultivation of fashion culture industry. That is, how to cultivate talents with cultural heritage spirit, innovative design ability and management ability based on the development environment of regional fashion culture, combined with the talent demand characteristics and operation rules of fashion culture industry in the new era, is a fundamental problem that must be solved to meet the new requirements of urban fashion culture industry development in the new era. Only by continuously innovating the fashion culture education mode in art colleges can we effectively promote the sustainable development of urban fashion culture industry.

### ***3.1. The Development of Urban Fashion Cultural Industry Combined with the Regional Development Layout Proposed by the Provincial Party Committee***

As an important part of the economic, social and cultural development of regional provinces, urban fashion cultural industry is not only related to the economic benefits of regional cities, but also an important guarantee for satisfying the happiness index of urban residents in the new era. Therefore, the development of regional fine art colleges must be closely integrated with the development of the city, making overall plans and coordination, forming a game of chess between the government, universities,

enterprises, and society, comprehensive integration and coordinated development. As an important collection and distribution center for urban aesthetic education and creative design talents, art academies need to constantly implement aesthetic education work, amplify the effect of aesthetic education, break down professional boundaries and industry barriers, and combine with the regional development layout proposed by the provincial party committee, to cultivate talents who meet the needs of urban fashion and cultural industry innovation in regional provinces.

#### **4. The Integrated Development of Fashion Culture Education in Fine Art Colleges and Urban Cultural Industry**

##### ***4.1. Fashion Culture Education Cultivates Talents to Promote the Development of Urban Fashion Culture Industry***

At present, school-running conditions, school-running capabilities and professional setting of domestic fine art colleges are all mature, and the eight art colleges are based on cities in different regions and provinces, gradually form an important output of urban culture and artistic talents with strong regional competitiveness and distinctive characteristics. With the substantial improvement of urban residents' consumption ability and aesthetic ability, the demand for products with strong cultural recognition and strong fashion creativity has gradually increased. New cultural consumption patterns such as immersive consumption force the fashion and cultural industry to continuously update and improve the innovation ability of employees. As a gathering place of talents with complete professional categories and innovative and creative ability, art colleges and universities cultivate art talents with more artistic appreciation ability, art criticism ability and innovative design ability by constantly refining the discipline direction and close to the market. In the teaching process, actively build the construction of industry-university-research platform, develop with high vision, wide path, multi-disciplinary development, and innovate based on regional traditional cultural, learn from and innovate the advanced culture of the international industry, and create a good ecology of active interaction between fashion culture education and urban fashion culture industry.

##### ***4.2. Urban Fashion Culture Industry Feeds Back Fashion Culture Education to Promote the Integration of Industry and Education***

With the popularization and application of information technologies such as the Internet, big data, and artificial intelligence, a new urban fashion and cultural industry ecology has been born. Traditional clothing, product modeling, leisure tourism, sports health, food shopping and other industries have become more diverse, fast, convenient and uncertain under the catalysis of Internet +. Whether the composition level of a city's fashion culture industry is diversified and the structure is reasonable, and whether the ecology of a city's fashion culture industry is healthy and distinctive, on the one hand, it also reflects the degree of civilization and residents' happiness, and on the other hand, it also reflects the creative ability of the residents living in the city. The urban fashion culture industry in the new era is more open, diverse and individual, which is fundamentally derived from the improvement of the degree of urban civilization and the improvement of the cultural consumption level of urban residents. The prosperity of urban fashion culture industry not only provides urban residents with a better cultural consumption experience, but also provides an excellent experimental field for fashion culture education in fine art colleges and universities

located in the city. Promoting the integration of industry and education and accelerating the efficiency of teaching and scientific research output are important means to effectively cope with the continuous upgrading of urban fashion culture industry in the Internet + era.

## 5. Conclusions

The education of fashion culture industry in fine art colleges is an important guarantee for a city to have artistic charm, cultural characteristics and innovative vitality. It provides strong talent support for the upgrading of urban fashion culture industry and more choices for the fashion culture consumption of urban residents. Under the guidance of the strategy of strengthening the country through education in the new era, the fashion culture education of art colleges and universities should give full play to the fundamental advantages of professional innovation, according to the overall national strategic deployment, based on the reality of regional economic, cultural and social development of art colleges and universities, explore and innovate the regional cultural roots, inherit and innovate regional intangible culture, continuously strengthen the innovation and creativity of regional fashion culture industry by innovating the training path of fashion culture talents in art colleges, and play a role in promoting the sustainable development and high-quality development of urban fashion culture industry.

## Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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