

Exploration on the Establishment of Professional Confidence Among Art and Design Students in Colleges and Universities from the Perspective of Populace Aesthetic Level

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ABSTRACT

Based on cultural confidence, this paper explores the relationship between professional confidence of art and design students and the populace aesthetic level from the perspective of talent cultivation in universities. It attempts to improve the shortcomings of existing education models and the public's neglect of beauty, aiming to enhance the professional confidence of art and design students and provide reference for the improvement of teaching models, professional influence, and populace aesthetic level in colleges and universities.

Keywords: Professional confidence, Populace aesthetic, Education reform.

1. INTRODUCTION

At present, the living standards of the Chinese people have significantly improved, and their desire for a better life is even stronger. Some of the population's material wealth continues to accumulate, but their spirit remains empty, leading to the phenomenon that prosperity may not necessarily lead to happiness. The general public already has the conditions to achieve a happy life, but lacks the feeling of experiencing the art of life. The lack of understanding of "beauty" has led many people to lose the beautiful life experience they could have had.

Art originates from life, and life is based on culture. Art should have provided more fulcrums for the dissemination of culture and helped the public build cultural confidence. However, with the continuous development of society, art is still an optional content after meals, and courses such as music, sports, and beauty have not received sufficient attention. The lack of cultivation of art and beauty in the living environment and basic education deeply affects the populace aesthetic level and the development of art and design majors, leading to corresponding problems.

2. THE PUBLIC'S "MISUNDERSTANDING" OF BEAUTY

Everyone has a different understanding of beauty, and what beauty is is not absolute. Although there is no unified standard for evaluating beauty, there are still boundaries for the level of beauty. The "misunderstanding" of beauty mentioned here is not a derogatory or mockery of the populace aesthetic level, but a concern about the low starting point of the public's definition of beauty. A low starting point for defining beauty can lead to people clapping and praising things that are not beautiful, and silently accepting things that are not beautiful.

2.1 Poor Quality Products in Daily Life

For a long time, there was a significant gap between domestic products in China and imported products from developed countries. The emergence of a large number of products with rough craftsmanship, poor design, and inhumane use can indirectly reflect that some people have low requirements for the quality of life. The factors that determine the quality of a product can be

summarized into two aspects — practicality and artistry. For example, a chair can sit comfortably, meeting the practicality of the chair; At the same time, the chair design concept is novel, the form is avant-garde, and the craftsmanship is exquisite, satisfying the artistic quality of the chair. The combination of the two can truly reflect the quality of the chair. However, the reality is that people often overlook the artistic quality of the product, and the beauty of the product is only a secondary attribute.

In some parks, communities, and streets, people can often see a cartoon electric rocking chair product for children to sit on. Cartoon electric rocking chairs should have brought children intellectual exercise and parents relaxation and joy, but their inferior form and function have become one of the main culprits affecting the populace aesthetic level. Most of the cartoon electric rocking chairs have fake designs and have not been authorized by the original artistic image. The proportion and size are exaggerated, and the color scheme is "reversed black and white". In addition, the harsh and off tone soundtrack makes the product have no artistic beauty at all. But when a child walks towards this product and expresses interest, the parents do not stop them, but take the initiative to let the child experience it. The child sits on the "ugly" product, and listens to the harsh noise, smiles on his face, and the parents clap their hands and agree... This is a terrifying scene. At the stage when children develop and cultivate aesthetic awareness, these products and behaviors stifle their understanding of beauty, which will seriously affect their judgment of beauty and reduce their pursuit of quality of life in the future. When these inferior products fill people's lives, the "adaptability" of human survival becomes a "fatal" defect, gradually becoming accustomed to and accepting the existence of beauty.

One of the reasons for the appearance of inferior products is the low aesthetic level of the public and the low demand for quality of life. People are able to accept inferior products, which will lead to the endless emergence of inferior products. The emergence of a inferior product goes through multiple stages, such as designers, engineers, decision-makers, producers, and sellers. Whenever someone raises objections, the product will not appear in this state. Some companies lack consideration for the artistic quality of their products and only focus on updating their product functions, failing to achieve a replacement of the populace aesthetic level. Improving such issues

requires more design talents with professional artistic cultivation to participate, transforming technology into art, and products into works, and to continuously enhance the public's pursuit of beauty and quality through high-quality products.

2.2 Urban Buildings Have Been Destroyed

Like products, architecture is also a combination of practicality and artistry. According to aesthetic laws, architecture uses unique artistic language to record history and display culture, symbolizing a nation's understanding of civilization. Therefore, the good or bad of a building can directly reflect the high or low aesthetic level of people.

The actual spatial function of architecture brings a sense of belonging to the body and mind, making it a spiritual home for people. This sense of happiness is being destroyed by the arbitrary renovation of buildings and streets in some areas. Most old-fashioned houses, due to their small building area and low floors, are often renovated by residents to expand their usage area. The original architectural appearance is covered up by abrupt metal balconies, and non-standard renovations leave walls full of holes and disguises. In addition, rusty anti-theft railings imprison the spiritual emotions of buildings, constantly eroding people's perception of beauty. Such buildings are mixed in the city, like a satire on modern cities. Over time, people's perception of beauty will gradually weaken, affecting their aesthetic level, leading to numbness, lack of awareness of the harsh living environment, lack of high environmental requirements, and even the formation of a culture. For example, the first and top floors of a residential building are equipped with railings for anti-theft reasons, while the middle floors are installed one after another for threat reasons, causing the entire building to be shrouded in various iron cages and damaging the city's image. In the eyes of these residents, there is only usefulness or uselessness, without beauty or non-beauty.

Architecture is not a short-term existence that lasts for decades or even hundreds of years, and it has a crucial impact on the level of aesthetic consciousness presented by the nation in the future. Some people may not have heard opera, some may not have watched opera, but everyone knows architecture. When people open their eyes and walk out, the first thing they see is architecture. If the architecture is ugly, then people's aesthetic level is low.

2.3 Summary

The above cases are just the tip of the iceberg, and the most fundamental reason for these phenomena lies in the low emotional quality, aesthetic level, and ability of the public to experience beauty. Only through aesthetic education can people improve and increase the proportion of art and design in their lives, guide their pursuit of quality, and strengthen their attention to the aesthetic function of art. This also requires universities to cultivate and transport more high-quality art professionals, creating a good aesthetic atmosphere for the public and society.

3. ART AND DESIGN STUDENTS LACK PROFESSIONAL CONFIDENCE

In order to meet the needs of social development, colleges and universities are increasingly focusing on the cultivation of applied talents, and improving the cultivation of applied talents through the integration of production and education, and school-enterprise cooperation. Art and design majors have strong practicality, and some students lack understanding and discovery of their majors and themselves during the learning process, making it difficult for them to fully accept and self-identify themselves. This directly affects the presentation of practical achievements and the cultivation of applied talents.

3.1 The Phenomenon of Employment Transfer Is Widespread

After entering colleges and universities for major selection, art and design students have experienced at least four years of professional learning and invested a lot of energy and financial resources. When faced with job selection, some students are at a loss or choose to switch careers, abandoning their accumulated professional knowledge and skills over the years. This is equivalent to reducing the output of professional talents in colleges and universities, resulting in a scarcity of high-quality professional talents that cannot meet a large number of social needs. This phenomenon is not only limited by the employment environment, but also to some extent reflects the lack of sufficient professional confidence among art and design students, as well as a lack of sufficient understanding of the professional connotation, development direction, and employment prospects of their respective majors.

Due to the relatively low requirements for cultural courses when applying for an art major, it is considered by most people as a shortcut to further education. Some students do not choose their major from an interest perspective, and thus lack a passion for it from the beginning. Long term misconceptions affect art students' understanding of their majors. At the same time, a large amount of professional knowledge and skills are taught in the teaching process of colleges and universities, but there is a lack of psychological construction for students' professional confidence. Students have problems such as low recognition of their majors, lack of interest, and unsatisfactory grades. For example, when asked about professional connotations, learning objectives, and other content, students lack concepts and are unable to answer clearly. Moreover, there is a deviation in students' understanding of the profession. Without correct professional cognition, sufficient professional confidence, and clear professional goals, one will naturally not continue working in related fields. If students have learned professional knowledge and skills for many years and are unable to play a role in their future life and work, it is equivalent to the loss of talent and the waste of teaching resources. Colleges and universities should pay attention to the employment rate of graduates, and should pay more attention to their employment choices, which can better reflect the school's professional teaching level.

3.2 Profession Accounts for a Small Proportion in Spiritual Life

Human needs are multi-level, and Maslow's theory divides them into five levels. The progression of these levels encourages people to constantly take action and seek better spiritual feedback. In this process, people instinctively display their own advantages, hoping to get attention and recognition, and gain more Lebensraum. Social platforms have become the stage to show themselves. Observing the content posted by social media platforms for art and design students, the proportion of professional related content is very small. The way to gain attention is not to showcase one's best major, but rather to showcase clothes, food, pets, and gatherings. The profession that is closest to life and most unique is not a proud advantage. Confidence comes from better material conditions, not a profession. The major is not valued by students themselves, let alone known by others. Through art, it deepens people's understanding of life and guides people to

pursue professional goals that are truly meaningful in life.

The sense of achievement that a major can bring is overshadowed by material possessions. Some students focus their lives on consuming and enjoying tangible material happiness, gradually developing a sense of dependence. Over time, when the dependent material sharing no longer receives attention from others, their hearts remain empty, lacking the core and high-level spiritual needs that can truly reflect value. Only by establishing professional confidence, reflecting the depth of life through professionalism, satisfying self-actualization needs through professionalism, and allowing others to truly feel the care of art for human nature, can people obtain long-term pleasure and emotion.

3.3 Summary

Strengthening the professional confidence of art and design students requires continuous supplementation during the teaching process, and more importantly, it is necessary to enhance the public's understanding and pursuit of beauty in art and design majors, open up a demand gap, and create a good employment environment to provide space for the development of art and design majors.

4. THE MUTUAL PROMOTION OF "AESTHETIC LEVEL" AND "PROFESSIONAL CONFIDENCE"

There are two main factors driving the development of art and design majors: demand driven and technology driven, among which demand driven is particularly important. Only through the coordinated development and mutual promotion of populace aesthetic level and professional confidence of talents can people create a gap in the demand for beauty in society, stimulate the desire for a better aesthetic environment and atmosphere, and provide greater development space for art and design majors.

4.1 Establishing Professional Confidence of Art and Design Students to Improve the Populace Aesthetic Level

The core value of establishing professional confidence for art and design students lies in allowing more capable, idealistic, and responsible professionals to invest in the art and design industry, continuously improving the populace aesthetic

ability through various forms. Enhancing professional confidence is to enhance the public's satisfaction with the quality of life and the sense of emotional pleasure through the professional knowledge. With the increasing proportion of art and design in life, when it truly becomes an indispensable part of consciousness, the public will put forward higher requirements for the quality of life. Just like the saying "one day cannot pass without another", life cannot be without beauty. This improvement in aesthetic level and ability will deeply affect the emotions, thoughts, and will of the public. This will help cultivate noble sentiments and enhance socialist consciousness, and many social problems will also be solved.

During the COVID-19, the teaching of art and design courses also followed current events, combined with the current social needs, gave play to students' creativity, solved social problems through professional knowledge, alleviated social pressure, letting students understand the significance and responsibility of the profession in practice, constantly improve professional ability, and build professional self-confidence. For example, in the design of medical protective products, in addition to basic functions, students are also required to pay more attention to the psychological impact of the product during the design process, respect and measure the emotions of the public during the medical treatment process, so that the originally cold and distant medical products can bring a sense of beauty and reduce the pressure brought by medical treatment. The improvement of the artistic quality of medical products can not only enhance the aesthetic ability of the public, but also transmit positive energy through "beauty", soothe emotions, alleviate the tension between doctors and patients, enable the public to discover more about the beauty in life, and gradually reduce negative emotions in society. This is of great significance for teaching and people's livelihood.

Entering a new era, people place new expectations on art and design talents. Based on the new development stage, implementing the new development concept, and keeping up with the times, the professional level and ability of art and design talents can continuously enhance their professional confidence, and better meet the new needs and expectations of the public while improving their aesthetic level.

4.2 The Improvement of Populace Aesthetic Level Helps to Accelerate the Development of Art and Design Disciplines

To build socialist spiritual civilization, aesthetic education has become an indispensable component. With the popularization of aesthetic education, the public's aesthetic ability and level will also continue to improve. This will greatly improve the quality of students in art and design disciplines, while also placing higher demands on professional teaching. A high-quality source of students drives the development of professional disciplines, which will also cultivate more talents with professional literacy and confidence, create a better aesthetic environment and atmosphere, and form a mutual promotion between the populace aesthetic level and the professional confidence of art and design students.

In the future, when adults struggle to choose whether to go to parks or art galleries for weekends, when students consider art as a direction for further education rather than a hobby, and when children are attracted to art and "near is disrespectful", a good aesthetic environment and atmosphere can be established, and the development of art and design disciplines is therefore possible to achieve greater development space.

5. STRATEGIES FOR IMPROVING TEACHING MODELS IN COLLEGES AND UNIVERSITIES WITH THE GOAL OF BUILDING PROFESSIONAL CONFIDENCE

Art and design talents cultivated by colleges and universities should not only possess professional abilities, but also rely on their professional confidence to spread correct life concepts, deepen public understanding of beauty, and utilize their majors to solve social problems, reflecting their social responsibilities. The improvement strategies for the teaching model aimed at establishing professional confidence among art and design students are as follows:

5.1 Adding a Course on Psychological Construction for Art and Design Students

At present, colleges and universities have taught a large amount of professional knowledge in the teaching process, but there is a lack of

psychological construction for students in their majors. Students' understanding of their majors and courses is still limited to the initial professional introduction when choosing majors. Even if employment guidance is added later, it is already too late. The professional connotation has not penetrated deep into students' hearts, and of course, it is impossible to establish a solid professional confidence.

Therefore, in order to enhance the professional confidence of art and design students, it is necessary to continuously strengthen their understanding of this major. According to the characteristics of students in different grades, psychological construction counseling courses for students at the beginning of the semester can be set up. The course content can include the essence of the profession, professional development prospects, professional learning planning, professional social responsibility, and other content. Combined with ideological and political courses and professional course learning, the goal is to enhance students' professional confidence in the practice process, continuously integrating psychological construction content, so that students can have clear learning goals every semester and continuously improve their understanding of the profession. The ultimate goal is to enable students to establish strong professional confidence, have a clear understanding of what they can do in the future, and more importantly, clarify what they should do in the future.

5.2 Improvement of Course Scoring Model

According to the requirements of the teaching syllabus, the grading of courses has fixed standards and sampling points, and the relatively rational grading process is inevitably monotonous and rigid in form. It is difficult to provide sufficient psychological stimulation to students with just one grade rating. So, how should courses be better graded? Who can perform the scoring? How does grading affect students? What is the true meaning of grading? From the perspective of building professional confidence among art students, the course grading process needs to adopt a more diversified approach, so that teacher grading is no longer the final stage of the course, and students no longer feel "lucky" after submitting homework. It is necessary to pay more attention to homework grading and the subsequent impact of student homework.

It is believed that design concepts should be like music and widely disseminated in daily life, but the audience and scope of existing art and design exhibitions are always limited. In order to promote the dissemination of excellent design concepts more widely, the final course grading process can set additional scores on the basis of ensuring the professional evaluation of teachers. The additional scores can be given based on the evaluation of "public review", making the grading methods more diversified and fully utilizing the dissemination function of information platforms. The so-called "public review" refers to friends on social media platforms, with a wide variety and large number of people, and a more objective overall evaluation. The scoring criteria for this section can be determined by the number of students' works that have been read, liked, commented on, or forwarded within a specified time frame to determine the level of additional points. The proportion of additional points should be very small and should not affect the overall rating level. The audience for excellent designs completed by students in the course should not be limited to a single teacher. The ultimate goal of setting up a public review is to output valuable design concepts through the display of students' works, deepen the public's understanding of the art and design profession, improve the public's awareness of "beauty", and guide the public's pursuit of "beauty". Every feedback, praise, and recognition received by students will increase their professional confidence by one point.

On the basis of fairness, the improvement of grading should also consider the impact and deep significance of grading on students. Scoring is an assessment of students' course performance, as well as an evaluation of their abilities. This directly affects students' learning enthusiasm and can also affect the establishment of their professional confidence. It is hoped to improve the grading method to assist students in their psychological construction, strengthen professional confidence, enhance learning enthusiasm, output more excellent design concepts, radiate from point to surface, improve the populace aesthetic level, and ultimately gradually enhance to cultural confidence.

5.3 Full Staff Art Education

Colleges and universities are the center for cultivating high-level talents, with the main target being students and teachers. Improving the artistic cultivation of students and teachers should become an important part of university education. At

present, there are two main ways for students to receive art education in school: professional art education and interest oriented art club activities. Professional art education has strong directionality and cultivates specialized art talents. Due to the small number of art students and strong professionalism, it is not possible to achieve universal art education for all. Art club activities cover a large number of professional art enthusiasts, who generally have a willingness to improve their own artistic cultivation. However, the informal guidance and irregular training of most clubs and organizations limit the improvement of students' artistic cultivation. For teachers, except for art majors, other departments in colleges and universities have less contact or participation in artistic activities, which cannot form a top-down driving effect, resulting in a weak overall artistic atmosphere in colleges and universities. Therefore, comprehensive art education requires teachers and students from art majors to actively go out, and more importantly, teachers and students from other majors and departments to actively accept and participate. When the artistic quality of the entire staff in colleges and universities improves, teachers and students will actively pursue and create a beautiful and elegant campus environment. There will be significant improvements and improvements in management issues, hygiene issues, and the mental outlook of personnel within the school, enabling teachers and students to have beautiful ideals, character, and sentiment, as well as the ability to appreciate and create beauty. During this process, art students will also have a clearer professional understanding, discover the practical significance of their major, and thus establish stronger professional confidence.

6. CONCLUSION

There is a subtle relationship between the level of populace aesthetic and the professional confidence of art and design students, which affects and promotes each other. The cultivation of art and design students needs to prioritize professional confidence education, with cultural confidence education as the core and professional ability education as the foundation, continuously strengthen psychological construction, and create a good aesthetic atmosphere for the public and society.

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