

The Two-way Construction of Ideological and Political Education in Art and Design Professional Group Courses

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ABSTRACT

Addressing the prevalent issues in ideological and political education (IPE) within art and design program clusters—such as the static separation between IPE and professional training, and integration models that deviate from creative principles—this study proposes a dual-empowerment framework. Leveraging the inherent value-visualization characteristic of art and design, it advocates for the artistic translation of IPE values and the value-enhancement of professional creativity. By establishing an integrated educational pathway that aligns IPE values with professional traits, the framework constructs a three-stage closed-loop teaching model encompassing value translation, creative practice, and communication feedback. It also develops a four-dimensional collaborative support platform involving universities, local communities, enterprises, and media, alongside a three-dimensional evaluation system assessing value translation degree, creative innovation, and communication impact. This approach resolves the integration challenges between IPE and professional training. Furthermore, the study explores a symbiotic educational paradigm for the co-development of IPE and art design programs, providing new theoretical insights to deepen the reform and enhance the practical effectiveness of IPE in art-related disciplines.

Keywords: *Art and Design Professional Cluster; Ideological and Political Education in Courses; Bidirectional Construction*

1. INTRODUCTION

Against the backdrop of the deep integration of moral education into all dimensions of higher education, the ideological and political education (IPE) curriculum development in art and design programs faces a transformative imperative: evolving from superficial integration to substantive symbiosis. [1] As a creative discipline that embodies cultural expression and conveys value concepts, art and design uniquely supports bidirectional construction through its professional characteristics of value visualization. It not only transforms abstract IPE values into tangible design language but also enhances the communicative efficacy of IPE values through professional creation. This bidirectional interaction enables IPE education to transition from theoretical exposition to artistic

expression, while elevating professional creation from skill demonstration to value transmission. Together, these form the core educational logic of bidirectional construction.

This study explores a dynamic empowerment framework that bridges the artistic interpretation of ideological-political values with the value-enhancement of professional creations. The artistic interpretation transforms core ideological-political elements—such as patriotic sentiment, cultural confidence, and revolutionary heritage—into design motifs and requirements tailored for art programs. Meanwhile, the value-enhancement approach concretizes these values through artistic practice, amplifying their communicative impact and emotional resonance. These two dimensions are interdependent and mutually reinforcing, offering innovative pathways for the high-quality

development of ideological-political education in art disciplines.

2. THE INNOVATION CORE AND SYMBIOSIS LOGIC OF TWO-WAY CONSTRUCTION

2.1 The Two-way Empowerment of Value Translation and Creative Sublimation

The innovative core of the bidirectional ideological-political construction in the art design program precisely targets the dual empowerment of artistic translation of ideological-political values and the value elevation of professional creation. It clarifies the construction logic and implementation paths of two core dimensions, forming a complete bidirectional interactive closed loop.

The artistic transformation of ideological and political values transcends the conventional view of these elements as supplementary content, with its core mission being the conversion of abstract values into tangible design propositions. This requires delving into the essence of core ideological values—such as patriotism, cultural confidence, and ecological responsibility—while integrating the distinctive features of disciplines like visual communication, environmental design, and product design. These values are then transformed into actionable creative themes, aesthetic standards, and evaluation criteria. By translating cultural heritage into visual communication designs (e.g., visualizing intangible cultural heritage symbols), environmental design (e.g., revitalizing traditional spaces), and product design (e.g., modernizing traditional craftsmanship), [2] ideological values become intrinsic guides for design creation. This transformation is not merely a symbolic correspondence but a profound alignment of connotations.

The value elevation of professional creation, guided by ideological and political values, drives its evolution from functional and aesthetic orientation to value transmission orientation, echoing and reinforcing the artistic interpretation of these values. While showcasing professional skills, such creations become visual carriers for disseminating ideological and political values. Through creative design of visual symbols, narrative construction of spatial scenarios, and humanistic expression of product forms, abstract ideological and political values become perceptible, experiential, and communicable, achieving simultaneous

enhancement of professional competence and value literacy.

The innovative core of bidirectional construction should embody three key features: bidirectional interactivity, connotative symbiosis, and expressive innovation. Bidirectional interactivity distinguishes itself from one-way ideological and political education, where the two dimensions mutually reinforce each other. Ideological and political values guide professional creation, while professional creation in turn enriches the dissemination of these values. Connotative symbiosis signifies the deep integration of ideological and political values with professional content, forming a symbiotic relationship where values guide creation and creation embodies values. Expressive innovation encourages students to incorporate personalized perspectives during the bidirectional construction process, avoiding homogenization and rigidity in ideological and political education, thereby achieving dual objectives: elevating value connotations and enhancing professional innovation.

2.2 Dynamic Adaptation and Collaborative Evolution of Three Dimensions

2.2.1 Bidirectional Alignment of Value Dimensions

The resonance between the core values of ideological and political education and the spirit of artistic design forms a two-way value foundation. The human-centered creative orientation, historical mission of cultural inheritance, and contemporary pursuit of innovation in artistic design align with the core values of ideological and political education — patriotic sentiment, social responsibility, and innovative spirit. This value alignment enables the feasibility of two-way construction: ideological and political values can be precisely transformed into intrinsic demands of professional creation, while professional creation can effectively fulfill the dissemination needs of ideological and political values. For instance, the alignment between ecological protection values and the green design ethos in environmental design, as well as sustainable design principles in product design, not only provides professional support for the artistic translation of ecological values but also establishes clear value directions for elevating professional creation. This creates a closed-loop value system through mutual adaptation.

2.2.2 *Two-way Embedding in the Creative Dimension*

The deep synergy between professional creative processes and value translation mechanisms forms the practical foundation of bidirectional construction. The complete workflow encompassing art design research, planning, conceptualization, creation, and exhibition naturally aligns with the dual processes of value decoding, creative translation, and value dissemination, establishing an integrated collaborative framework. During the research phase, materials essential for professional creation are collected while decoding the core essence of ideological and political values. In planning, creative directions are established alongside clear pathways for conveying these values. The conceptualization and creation phases achieve both the expression of professional design language and the artistic translation of ideological values. Exhibition stages simultaneously showcase creative outcomes and propagate the core messages of ideological values. For instance, in digital media art projects themed on inheriting red culture, researching revolutionary heritage sites not only gathers creative materials but also deepens understanding of the revolutionary spirit; [3] creating digital narrative works demonstrates technical capabilities while translating revolutionary values; exhibition dissemination evaluates creative effectiveness while amplifying the influence of revolutionary values, achieving profound synergy between creative processes and bidirectional construction.

2.2.3 *Bidirectional reinforcement in the dimension of communication*

The mutual enhancement of design communication power and ideological-political influence constitutes a bidirectional efficacy mechanism. The professional characteristics of art and design works—visual representation, concrete form, and easy dissemination—significantly boost the efficiency and impact of ideological-political values. Conversely, the deep integration of ideological-political values elevates the conceptual depth and cultural richness of design works, enhancing their communicative appeal and vitality. [4] This bidirectional reinforcement creates a closed loop of value translation, creative practice, and communication amplification. For instance, in poster design for intangible cultural heritage (ICH) transmission, professional visual design language enhances the communicative power of ICH, while

the profound cultural connotations of ICH make the posters more culturally appealing, thereby elevating the communicative value of professional works and achieving a dual enhancement of design communication power and ideological-political influence.

3. IMPLEMENTATION PATH

3.1 *Establishing a Core Platform for Bidirectional Compatibility*

Creative themes serve as the core vehicle for bidirectional construction, with their reconstruction aiming to achieve mutual alignment between ideological-political values and professional characteristics. This approach ensures themes not only fulfill the need for translating ideological-political values but also conform to the principles of professional creation. Moving beyond conventional hierarchical integration into foundational, core, and practical categories, we establish a bidirectional thematic library tailored to different design disciplines, focusing on three core ideological-political value categories. Each category clearly defines its ideological-political value core and professional creation requirements. The first category, Cultural Heritage Themes, centers on the contemporary inheritance of China's excellent traditional culture and red culture, with professional creation requirements aligned to visual communication design, environmental design, and fashion design. The second category, Social Concern Themes, emphasizes rural revitalization, ecological conservation, and livelihood support, with requirements matching product design and environmental design. The third category, Era Innovation Themes, highlights technological empowerment and national confidence, with professional creation requirements corresponding to digital media art and product design.

The thematic framework for creative projects is not a rigid template, but an open-ended structure that provides core values, creative direction, and material support. It encourages students to integrate their professional expertise and creative thinking to independently determine specific content. For instance, under the cultural heritage theme, the focus is on revitalizing intangible cultural heritage (ICH). Teachers simply need to clarify the core values of ICH by exploring its cultural significance and achieving contemporary design transformation. Students can then freely select specific ICH projects and combine them with various disciplines

within the art and design program to develop personalized creations. This approach to theme reconstruction ensures precise delivery of ideological and political values while fully respecting the creative autonomy of art and design students.

Meanwhile, a dynamic update mechanism for creative themes should be established. The theme library should be regularly supplemented and optimized to align with contemporary needs and social hot topics, ensuring its timeliness and relevance. For instance, by incorporating the requirements of digital rural development, new themes such as digital rural cultural communication can be introduced. This will guide students to create digital content and visual works tailored for rural dissemination.

3.2 Establishing a Bidirectional Closed-loop Process

To ensure the full implementation of the two-way construction process, a three-tier closed-loop teaching model must be established, featuring bidirectional decoding of value and expertise, bidirectional translation of value and creation, and bidirectional feedback of works and value, thereby forming a complete closed loop.

The dual-decoding phase integrates ideological-political experts and professional instructors through a dual-teacher model. Ideological-political experts interpret the core values, while professional instructors demonstrate how to translate these values into design language. For instance, when addressing ecological conservation, experts explain ecological civilization requirements, and environmental design instructors demonstrate how to apply ecological symbiosis concepts to plant arrangements and material selection, [5] achieving seamless integration of ideological-political values and professional design. In the value-to-creation translation phase, students collaborate in groups to develop creative works based on dual-compatible themes, transforming ideological-political values into professional creations while elevating both artistic expression and value transmission. Teachers provide continuous guidance, focusing on the accuracy of value translation and the innovation of creative approaches, ensuring works maintain professional standards without deviating from core values. For example, in creating works themed around red culture inheritance, students are guided to deeply explore the essence of revolutionary spirit while breaking away from traditional symbolic

stacking, using contemporary visual language to achieve dual implementation of value translation and creative elevation.

The bidirectional feedback phase of works and values enables the establishment of diversified exhibition and dissemination platforms, facilitating the outreach of professional works to campuses and society. This process fosters a two-way interaction between the dissemination of professional works, the diffusion of ideological and political values, audience feedback, and creative optimization. By collecting audience evaluations on the effectiveness of ideological content delivery and design innovation, students are guided to reflect on shortcomings in the bidirectional construction process, thereby improving the precision of value translation and the quality of professional creation. This establishes a continuous improvement chain of decoding, translation, feedback, and optimization, achieving synchronized advancement in professional competence and value literacy.

3.3 Establishing a Two-Way Empowerment Resource Support

We establish a four-dimensional collaborative support system integrating schools, local communities, enterprises, and media to provide diversified resources for bidirectional development. This framework enables mutual empowerment through ideological-political resources, professional creations, and ideological-political communication. Local cultural tourism departments, intangible cultural heritage centers, and red education bases supply schools with authentic materials and projects related to ideological-political values. Schools organize students to create professional works that serve regional development, achieving bidirectional empowerment between schools and local communities. Enterprises introduce cutting-edge design concepts and technologies to help students translate ideological-political values into marketable works, while schools provide enterprises with design outcomes that combine value connotations and professional standards, realizing bidirectional empowerment between schools and enterprises. Media platforms provide schools with channels for disseminating works, while schools offer high-quality ideological-political themed design content to media outlets, achieving bidirectional empowerment between schools and media. By breaking down disciplinary barriers and forming interdisciplinary teams, complementary strengths across different majors

enable bidirectional empowerment within schools. Through this four-dimensional collaboration, bidirectional development transcends classroom boundaries, facilitating two-way resource flow and value enhancement between campuses and society.

3.4 Construction of Evaluation System

We have established a three-dimensional evaluation system comprising value translation accuracy, creative innovation, and communication impact to assess the artistic interpretation of ideological and political values and the quality of professional creative value enhancement. The value translation accuracy evaluation measures students' grasp of ideological and political values and the effectiveness of their communication, jointly reviewed by ideological and political experts and professional teachers. This process incorporates audience research feedback, with particular focus on whether the works accurately convey the essence of ideological and political values and whether the design language aligns with the core values. The creative innovation evaluation primarily assesses the originality of students' professional creations, reviewed by professional teachers and industry experts. Key considerations include the uniqueness of design concepts, expressive techniques, and technical applications to ensure high-level professional characteristics. The communication impact evaluation mainly assesses the social dissemination effects and practical value of students' design works, focusing on the scope of dissemination, audience engagement, social feedback, and practical application value. Evaluation data comes from dissemination metrics of exhibition platforms, feedback from collaborating organizations, and audience evaluation questionnaires.

The three-dimensional evaluation system integrates quantitative scoring with qualitative assessment, establishing specific evaluation metrics and weighting for each dimension to produce scientifically comprehensive results. Furthermore, it implements an application mechanism that delivers targeted feedback to both students and teachers. This system guides students in refining value translation and innovative expression in their creative work, while assisting educators in adjusting teaching strategies, thereby continuously enhancing the bidirectional construction effect.

4. CONSTRUCTION OF DYNAMIC GUARANTEE SYSTEM

4.1 Flexible Institutional Safeguards

To establish a flexible institutional framework aligned with the principles of art design creation, we provide a supportive environment for bidirectional construction, ensuring the achievement of its dual objectives. Firstly, an adaptive teaching management system allows instructors to flexibly adjust schedules according to the needs of bidirectional construction, facilitating the smooth implementation of the closed-loop teaching process involving bidirectional decoding, translation, and feedback. Secondly, a creative support system includes specialized competitions that provide institutional backing for students' research, creation, exhibition, and dissemination. Additionally, a creative tolerance mechanism encourages students to innovate boldly during value translation and creative refinement, preventing excessive perfectionism from stifling creativity. This system ensures institutional safeguards for the innovative practices of bidirectional construction.

4.2 Digital Resource Support

We are developing a digital resource platform that integrates value resource consolidation, creative process support, and work dissemination, with the core mission of empowering two-way construction through digital solutions to enhance its quality and efficiency. The platform's three core modules are meticulously designed to meet the needs of two-way construction, forming a synergistic system: The Value Resource Module focuses on core requirements by systematically integrating high-quality materials such as in-depth interpretations of ideological and political values and exemplary cases of cultural heritage practices, laying a solid foundation for two-way construction. The Creative Support Module provides practical solutions through diverse design materials, efficient online collaboration tools, and professional guidance, offering comprehensive support throughout the creative process to address challenges. The Dissemination and Exhibition Module establishes professional online exhibition halls and a multi-channel communication network, bridging the gap from creation to widespread dissemination to maximize the value transmission and display effectiveness of works.

Building on this foundation, the platform integrates big data analytics to monitor real-time content dissemination trends and analyze audience feedback. By precisely identifying patterns and user needs within the data, it provides scientific support for optimizing value conversion pathways and refining creative strategies. This approach drives continuous iteration and enhancement of two-way construction effects, achieving synchronized progress between digital empowerment and elevated quality in bidirectional collaboration.

4.3 Cultural Ecological Safeguards

We cultivate an educational ecosystem centered on bidirectional construction, achieving deep integration of ideological-political values with professional culture. By establishing diversified two-way communication platforms, we regularly host forums on value translation and creative refinement, as well as sharing sessions for outstanding works. These initiatives invite faculty, students, and industry experts to collaboratively explore practical experiences in value translation and creative elevation. Simultaneously, we organize interdisciplinary creative salons to break down disciplinary barriers and spark innovative inspiration. We also facilitate the practical application of bidirectional outcomes by connecting students' exceptional works with local projects, enabling them to tangibly experience the social significance of value translation and the professional value of creative refinement. This approach enhances participation motivation while integrating exemplary bidirectional construction works into campus environments, allowing students to naturally immerse themselves in a cultural atmosphere where values and creativity coexist during their daily learning.

5. CONCLUSION

This study focuses on the core proposition of bidirectional ideological-political construction in art and design program courses, systematically establishing a dual-empowerment system that translates ideological-political values into artistic expression while elevating professional creative values. The innovation lies in the dynamic interaction and intrinsic symbiosis of two dimensions, while delineating three symbiotic logics: value alignment, collaborative creation, and enhanced dissemination. Four innovative implementation pathways are proposed: reconfiguration of creative themes and three-stage

closed-loop teaching. Three dynamic safeguard mechanisms — flexible institutional frameworks, digital resources, and cultural ecosystems — are established to ensure the effective implementation of this bidirectional construction.

This initiative not only aligns with the creative principles of art and design disciplines, but also significantly enhances the impact and penetration of ideological and political education. It achieves deep integration between ideological values and professional creativity, providing a solid foundation for cultivating high-caliber art and design talents who possess professional innovation capabilities, cultural confidence, and a sense of social responsibility. Future research should focus on advancing the bidirectional construction in depth and breadth, exploring the integration of cutting-edge technologies like artificial intelligence and the metaverse. Efforts should also be made to deepen the international expression of the ideological values of China's excellent traditional culture, and to develop interdisciplinary theoretical frameworks for establishing precise and scientific evaluation models of educational outcomes. These efforts will provide theoretical and methodological guidance for continuously optimizing the bidirectional construction process.

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