



Optimization and Reconstruction of the Teaching Content of "Brand Clothing Planning and Design" Based on "Four Key & Four Perspective"

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Abstract: Higher education should not only cultivate more senior specialized talents, but also cultivate new applied talents who can adapt to the requirements of economic and social transformation, development, and scientific and technological transformation, and have "high moral cultivation, comprehensive quality, strong innovation and entrepreneurship ability, and strong practical application ability". The role of traditional classrooms is mainly to cultivate students' basic knowledge quality and general abilities. The advantage lies in the systematic and solid mastery of basic knowledge, but the cultivation of core literacy and competitiveness of students' application ability is relatively lacking, and the effect of "two strong and one high" talent cultivation regulations is not obvious. In recent years, the country has focused on the construction and reform of application-oriented undergraduate colleges and universities, cultivating high-quality application-oriented talents, and has successively issued a series of documents and carried out a series of actions. Among them, promoting the classroom revolution in application-oriented colleges and universities is seen as an important breakthrough in reform. The classroom revolution is not only a revolution in technology, but also a revolution in educational concepts. The optimization and reconstruction of teaching content, as the leading action of the classroom revolution, has gradually attracted the attention of college teachers. "Brand Clothing Planning and Design" is a compulsory course for students majoring in clothing to improve their professional literacy. After long-term exploration, research, and practice, it has proposed three restructuring principles that focus on the "applicability, novelty, and logic" of the teaching content for the optimization and reconstruction of this course; In the practice of optimizing and reconstructing teaching content, it is necessary to take enhancing the applicability of teaching content as the main line of optimizing and reconstructing it, infiltrate curriculum ideology and politics into the entire process of teaching and educating people as the theme of optimizing and reconstructing it, tap the essence of traditional Chinese culture as the main guide of optimizing and reconstructing teaching content, cultivate students' international perspective as a main axis of optimizing and reconstructing teaching content, so that students can expand their learning range on the basis of learning textbooks well, Strive to surpass the teaching materials in terms of the breadth and depth of knowledge learning. At the same time, guide students to enter the practical field, exercise hands-on skills, master practical operating techniques, and develop the ability to solve practical problems.

Keywords: Application Perspective, Ideological and Political Perspective, Chinese Perspective, International Perspective, Teaching Content, Optimization and Reconstruction

1. Introduction

"Brand Clothing Planning and Design" is a compulsory course for students majoring in clothing to improve their professional quality, belonging to the professional expansion and extension module. This course combines theory with

practice, takes brand design thinking and practice research as the theme, and through the introduction of the basic concept of brand, and takes the following links as the path: clothing brand strategy and positioning, clothing brand design innovation thinking, clothing brand visual system design, clothing brand design practice, etc., to position and understand the value and

connotation of brand from the perspective of system design, and integrate the knowledge, interest and integration of design, Systematically describe the thinking and methods of clothing brand planning and design, so that students can easily understand the brand, master clothing brand planning and design methods, and improve design literacy. For the teaching reform of the curriculum, we must take improving students' application ability as the core goal, constantly optimize the teaching content and curriculum system, and use the classroom teaching as the main position to achieve the fundamental task of establishing morality and cultivating people.

On September 8, 2017, Chen Baosheng, the then Minister of Education, published an article in People's Daily, "Striving to Run Education Satisfied by the People." In the article, it was mentioned for the first time that we should deepen the reform of talent cultivation mode in basic education, initiate a "classroom revolution", and strive to cultivate students' innovative spirit and practical ability [1]. On June 21, 2018, at the National Conference on Undergraduate Education in Higher Education Institutions in the New Era, Chen Baosheng once again emphasized "promoting classroom revolution and building a good quality culture" [2].

Since then, many experts and scholars have conducted in-depth research on how to carry out the "classroom revolution" in higher education. Bie Dunrong (2019) believes that the five main tasks of the university classroom revolution are to establish a new teaching field, a new teaching paradigm, a new learning paradigm, a new teacher-student relationship, and a new teaching environment, and points out that one of the focuses of the classroom revolution is to break through the central position of teaching materials, Make the classroom a vast place for learning and exploring known, practical, and unknown knowledge [3]; Wang Changshun (2021) pointed out that the classroom revolution is not a tinkering with traditional classrooms, but a subversive reform of traditional classrooms. It requires a revolution in five aspects, including education and teaching concepts, teaching methods, teaching design, assessment methods, and learning methods, to completely change the original teaching practice model and demand efficiency from the classroom [4]; Wang Jian (2020) believed that the revolution in college classroom teaching should be based on the theoretical foundation of practical education philosophy, with a large number of teachers as the main body of practice, with new classroom research as the method and means, with the combination of agents as the conditional guarantee, and with experience learning and local exploration as the inevitable method. The five aspects should be organically integrated and interconnected, and constructed and implemented as a whole [5]; Zhou Xu (2019) believes that in terms of curriculum content, the direction of the "classroom revolution" should not be a shift from a knowledge classroom to a competence classroom, but should be to enhance students' abilities through high-quality knowledge teaching [6]; Jiang Fei (2018) proposed that the connotation of the university classroom revolution should be embodied in "student centered", openness, sharing, interactivity, richness,

and flippability [7].

As for the research on the teaching reform of clothing major courses, Wang Qiao (2023) proposed that the path of clothing design teaching reform in universities under the guidance of cultural self-confidence lies in deeply exploring the excellent traditional Chinese culture, constructing a new model of ideological and political content teaching of courses, paying attention to new changes in social morphology, leading education informatization with intelligent teaching, creating a new paradigm of Chinese clothing design teaching, and helping to enhance the discourse power of Chinese design [8]; Li Min (2023) believes that the teaching of practical courses for clothing majors should closely focus on the basic issue of how to improve the hands-on ability of students in this major, and achieve practical teaching reform and innovation by integrating production and teaching with clothing enterprises [9]; Wu Long (2022) explored the reform of the cultivation mode of applied talents by introducing the OBE concept into the teaching of clothing engineering courses in the context of "New Engineering" [10]; Hu Xiaoyan (2022) has innovated a teaching mode of series courses, mainly focusing on courses such as "clothing structural design", "clothing production technology", and "traditional culture collection". In the practical course teaching of clothing design specialty, the above courses are integrated and gradually improved to improve the teaching effect of the series courses [11]; Dong Ning (2018) constructed a new teaching model of "three stages and seven steps" in the teaching practice of the course "Creative Design of Leather Clothing" [12]; Zhou Jie (2023) summarized the research progress and hotspot of textile and clothing education reform in China, and pointed out that the research content of textile and clothing education and teaching reform mainly focuses on professional reform, teaching reform, and student ability cultivation. The integration of production and teaching, flipped classrooms, and new engineering courses have become research hotspots in recent years, and are also research trends in future textile and clothing education and teaching [13].

Looking at the existing literature, there are currently few research results on the teaching reform of clothing major courses, with the optimization and reconstruction of teaching content as the research field and research perspective. In his 2014 book "The Revolution in the Classroom: A Dialogue on Equality between Teachers and Students", Shen Si summarized the revolution of classroom teaching content, together with the revolution of classroom culture, and the revolution of classroom teaching mode, as the three main contents of classroom revolution [14]. Therefore, carrying out research on the optimization and reconstruction of teaching content is a topic worthy of in-depth discussion.

2. The Principle of Optimizing and Reconstructing the Teaching Content

The construction of teaching content should be centered on the training goal of application-oriented talents, and the

teaching content should be selected, optimized and reconstructed from the three fields of knowledge, ability and accomplishment. The author believes that the teaching reform of this course should establish a new teaching concept, that is, establish morality and cultivate people, cultivate innovative fashion design talents with the spirit of craftsman in the new era, have an international vision and design level, and take the international development of Chinese clothing brands as its own responsibility. Therefore, in the teaching practice, the author has carried out long-term exploration and practice on the following issues to optimize and reconstruct the teaching content:

How to adapt to the training requirements of application-oriented talents, base on the characteristics of courses and majors, meet the needs of post capacity and production process, meet the training objectives of talents, and optimize the content of courses?

How to organically integrate cutting-edge achievements, practical cases, curriculum ideology and politics, and teacher research advantages into classroom teaching and optimize curriculum content?

When optimizing and reconstructing the teaching content, the author adheres to the following principles:

1) Pay attention to the application of teaching content

Fashion design is a relatively practical specialty. From the perspective of talent demand and supply, the demand of society has required that clothing professionals must have the quality of one specialty, multiple abilities, and multiple positions. Therefore, the selection of the teaching content of

this course must be "practical, practical, and practical", and seamlessly connect with the upgrading of the clothing industry and the production line of enterprises.

2) Pay attention to the novelty of teaching content

With the rapid development of science and technology, there are more new technologies, new processes and new equipment in the clothing industry. The classroom teaching content of this course must enable students to understand and perceive the frontier of the discipline. On the basis of retaining the original basic knowledge, basic principles and basic technology, it is necessary to update and integrate the latest content reflecting the development of the discipline in a timely manner.

3) Pay attention to the logic of teaching content

The knowledge of any subject has certain logic. The teaching content should have a sense of hierarchy, three-dimensional, and follow the logical main line rather than simply lay out knowledge. The teaching content structure system should arrange the teaching process according to the inherent logical relationship of knowledge.

3. Assumption and Practice of Optimizing and Reconstructing

The author believes that the key to optimizing and reconstructing teaching content lies in establishing its main line, theme, leading role, and spindle. The core content is shown in Figure 1 as following:

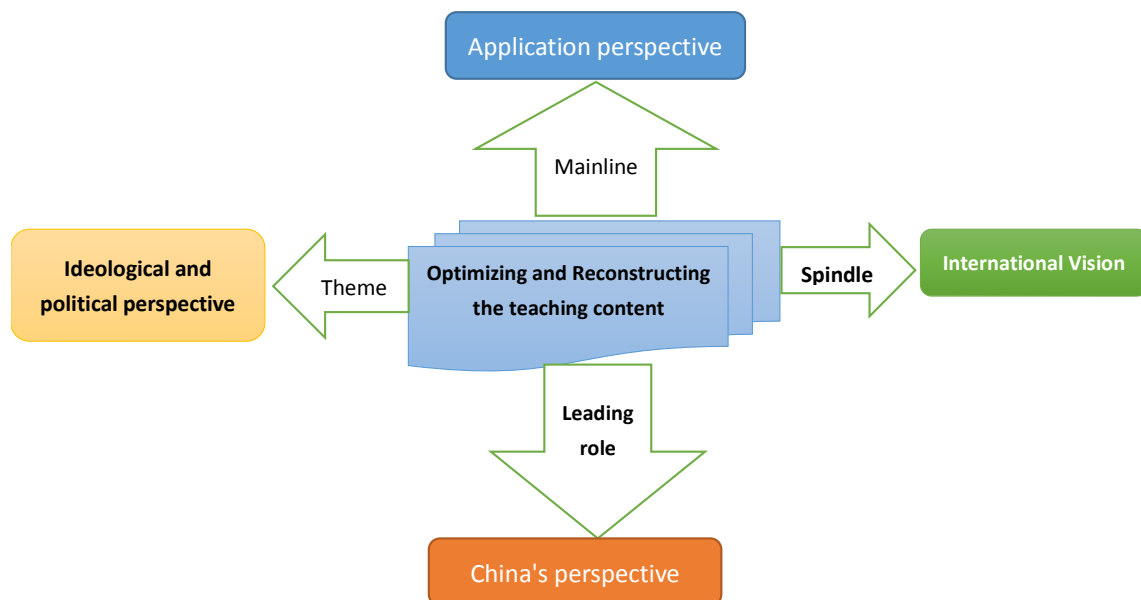


Figure 1. The core of optimizing and reconstructing teaching content.

3.1. Application Perspective: The Main Line of Optimizing and Reconstructing Teaching Content

The teaching goal of the course is to cultivate application-oriented talents, so the main line of optimizing and reconstructing the teaching content is to enhance the

applicability of the teaching content.

Make good use of the "addition" of teaching content: on the one hand, re-integrate the teaching content of the course into ten units, including market research, brand diagnosis and analysis, brand planning, enterprise VI design, theme product development, clothing plate making and production, product

ordering meeting, display design, clothing brand marketing, and sales information analysis. According to different professional directions, teaching focuses are different. For example, students in the design direction should strengthen their design planning awareness and series product planning ability in teaching; Students in marketing direction should strengthen their sales planning ability, sales organization and implementation ability, product sales service ability, etc. On the other hand, the new content that suits the transformation and upgrading of the clothing industry will be added to the teaching materials to improve the students' ability to adapt to the post and application skills.

Use the "subtraction" of teaching content flexibly: timely delete unnecessary and repetitive content that does not adapt to the development of the times and the transformation and upgrading of the clothing industry.

Use the "multiplication" of teaching content skillfully: promote the "multiplication" of professional skills, start from the position demand of the core technology link in the clothing industry chain, increase the class hour arrangement of the practical teaching content, adjust the practical link in a timely manner, and strengthen the connection of the practical content between various courses. To promote the "multiplication" of rational thinking ability, students are required to read a certain number of professional books related to business management and marketing outside the classroom, and make good reading notes to determine a reasonable theoretical framework. The purpose of this is to enable students to understand the relevant professional terms on the one hand, and to understand the relationship between market segmentation and brand positioning on the other hand, so as to make theoretical preparations for brand research and analysis.

Make use of "simulation cases": First, let students directly act as brand planners, plan and design according to the actual planning procedure rules, and let students gradually establish the overall awareness of project operation, independent thinking, and ability to analyze and solve problems. For example, in the teaching process, let each student simulate the planning and design of a clothing brand, and operate according to the actual procedures. In the form of proposition, the teacher allows students to choose the brands they are interested in for planning. These brands include men's clothing brands, women's clothing brands and other types of clothing brands, including both the positioning of different sense of value and different brand styles in the same sense of value. In this way, the small brand system completed by each student is gathered into a large system of the whole class, which is convenient for comparison, analysis and summary of each planning plan. As a student, after completing a planning plan according to the actual operation procedure, he most wants to know the evaluation of his design work. He can invite designers and brand operators from several well-known clothing brand enterprises to be the judges. Through the summary, evaluation and exchange of the planning plan, the students' understanding of the practical brand planning and the mastery of the planning method will be deepened, so as to achieve the best teaching effect.

3.2. Ideological and Political Perspective: The Theme of Optimizing and Reconstructing Teaching Content

"Educating people for the Party and the country" is the important task of college teachers in the new era. Therefore, it is an important theme to optimize and reconstruct the teaching content on how to cultivate morality and talents for "curriculum ideological and political". In the traditional curriculum teaching process, curriculum ideology and politics face a dilemma of difficult internalization and practice [15]. According to the characteristics of professional courses, the author strives to infiltrate the ideological and political elements of the curriculum into the whole process of teaching and educating people in teaching practice, actively excavate the "ideological and political elements" and "moral elements" contained in the curriculum, "integrate" the spirit of craftsmen from big countries, professional quality, clothing aesthetic education and other contents, and combine the imparting knowledge of classroom teaching with the tempering of mind and moral character, so as to achieve the educational effect of the ideological and political education of the curriculum.

Teaching content "integrating craftsman spirit": In the practice of optimizing and reconstructing the teaching content, the author has completed the cultivation of craftsman spirit by finding out the development point of ideological and political education in the course. On the one hand, carry out the "five minutes before class micro-thinking", introduce the deeds of the characters with craftsmanship spirit and the stories behind each legend, vigorously promote their craftsmanship spirit and the spirit of perseverance in their own career, on the other hand, excavate the ideological and political elements in the content. For example, in the course, when teaching the mutual variation and isomerism of body prototype and geometry, as well as various creative modeling designs of clothing, such as knot, cross, fold, etc., cultural and contemporary ideological and political content can be integrated in these contents, and the spirit of craftsmanship and innovation can be cultivated at the same time.

The teaching content is "integrating professional quality": for example, during the style design training of ready-to-wear, students are required to think about the structure and process of each part of the design, and guide students to develop a down-to-earth and meticulous work attitude; For example, by organizing students to participate in professional competitions and assigning group assignments, students are trained in team spirit and sense of responsibility in the form of division and cooperation practice; For example, when teaching the chapter of clothing fabric design, the documentary film of traditional clothing will be broadcast to let students observe the design and production process of traditional clothing, feel the charm of labor, and stimulate the labor spirit and model spirit of students.

Teaching content "integrating aesthetic education thoughts": In the teaching content, the author combines the theory of aesthetic psychology, focusing on the analysis of brand clothing from the aspects of personal values, perception

ability, cultural customs, education level and economic level. In view of the aesthetics in different times, cultural backgrounds and professional backgrounds, the author uses cases to analyze the beauty of beauty, sublime beauty, hazy beauty, ugly beauty explain the beauty of humor and modern science and technology, and guide students to find and respect the correct attitude of the beauty of different styles. The teaching content adds the part of harmony between clothing beauty and people. The author emphasizes that on the basis of understanding oneself, clothing should be closely combined with one's own personality, occupation and occasion, to achieve harmony between clothing and environment, occupation and personality, and to advocate the concept of comfortable, generous, appropriate and harmonious clothing matching, so that clothing beauty can be unified with one's temperament and occupation beauty.

3.3. China's Perspective: The Leading Role of Optimizing and Reconstructing Teaching Content

It is undeniable that in the long history of brand clothing development, the design thinking of France, Britain, Italy and other western countries has led the development of clothing fashion. The previous teaching content system and case selection of this course are based on foreign brand clothing to carry out teaching. With the great rejuvenation of the Chinese nation, China's clothing industry has sounded the clarion call to march towards the "textile and clothing power". In the practice of optimizing and reconstructing the teaching content of this course, the author focuses on excavating the essence of traditional culture, cultivating national brands, combining the current international fashion trends, and through the "two focuses", the teaching content is more about the analysis of Chinese brand clothing and typical style structure design, so as to stimulate national resonance and enhance cultural confidence.

The teaching content focuses on "integrating the connotation of national culture": nationality is an important feature of life aesthetics, and also an important content in the practical application of life aesthetics. China has formed extensive and profound national culture in its historical development, which is an endless and precious resource that can be used in brand clothing design.

First of all, the selection of typical cases focuses on expanding national clothing. On the basis of teaching the original style, it should be associated with the traditional clothing in a timely manner. For example, in the teaching of brand suits, the history, implication and structural design of Chinese mountain suits should be expanded, and the teaching of how the well-known brand clothing is integrated into the traditional Chinese technology and traditional patterns should be added.

Secondly, interdisciplinary knowledge has been added to the teaching content. At present, the cross-border cooperation between clothing and traditional culture has become a new trend. In the teaching content, the integration of traditional national culture such as tea art, yoga, Zen and so on has been appropriately added.

The teaching content focuses on "enhancing the integration of tradition and modernity": Only changes in educational concepts, coupled with the support of information technology, can bring about changes in teaching methods, thereby better promoting classroom revolution [16]. The aesthetics of life has the characteristics of daily life and fashion, but at the same time, it also has the obvious difference between the sun and the moon. In the new era, "cultural regeneration" has become a problem that traditional culture must solve. Therefore, in the product design of new clothing brands, we should grasp the degree of integration of traditional culture. Only when it is compatible with the aesthetic of modern daily life, can it be endowed with new life and vitality. For example, the clothing of the main leaders and their wives in each state event will be added to the teaching content in time, fully demonstrating the unique charm of Chinese culture. For example, the design of the new Chinese style clothing brand strives to achieve the perfect integration of tradition and modernity. In terms of structure, it pays more attention to the application of ergonomics, adopts modern cutting techniques, combines traditional handicrafts such as Suzhou embroidery, Qin embroidery, and buckle, and integrates cloud patterns, crane patterns, lotus patterns, and other traditional patterns with auspicious meanings of wealth and honor in the decoration of clothing. Such a dress is more national and has the flavor of oriental aesthetics, It is not only suitable for modern people, but also shows the confidence of Chinese culture. For another example, the marketing of clothing brands can be enhanced by means of scientific and technological means, such as the popular digital intelligence forms such as AR clothing changing and Meta Universe.

3.4. International Vision: The Spindle of Optimizing and Reconstructing Teaching Content

Clothing is the most fashionable industry. After all, it has a global perspective. With the transformation and upgrading of the clothing industry and the internationalization of education, the new era also brings new goals, requirements, teaching contents and teaching models for clothing design education. The author will focus on how to cultivate students' international vision as a main axis to optimize and reconstruct the teaching content in the long-term teaching practice.

"One comparison": the teaching content is integrated into the comparison of Chinese and Western clothing design, showing the differences between the East and the West in the process of clothing talent training, so as to learn from foreign advantages and experience, and cultivate the "Chinese path to modernization" clothing application-oriented talents in the international context.

"One introduction": the course uses the syllabus of excellent western clothing colleges and authoritative original textbooks for reference. The major introduced in the teaching content and the content in the relevant fields of courses such as design research courses, model design courses, three-dimensional design courses, brand clothing marketing, etc., account for a large proportion of the curriculum, and timely introduces the latest international popular information

of each season.

4. Conclusion

The author closely aims at optimizing and reconstructing the teaching content, which is the necessary pilot and basic task for carrying out the "classroom revolution", and carries out reform and innovation, which lays a good foundation for the subsequent reform of the teaching mode and teaching method for the cultivation of application-oriented talents. After years of exploration and practice, the main line, theme, leading and main axis of the optimization and reconstruction of the teaching content of the course "Brand Clothing Planning and Design" have been established, that is, the optimization and reconstruction of the teaching content should take the cultivation of application-oriented talents as the main line, give full play to the ideological and political education role of the course, tell the story of Chinese brands well according to the characteristics of the course, and cultivate students' broad international vision. This provides experience and value that can be used for reference and popularized for the optimization of the teaching content of other courses of clothing specialty and even other majors.

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