

Research on Strategies for Integrating Traditional Cultural Resources into the Cultivation of Environmental Art Design Talents

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Abstract: This study centers on the fundamental mission of moral education and talent cultivation, integrating traditional culture into the talent development system to construct a comprehensive education framework that emphasizes moral, intellectual, physical, aesthetic, and labor development in environmental art design disciplines. Within the talent cultivation system for environmental art design majors, the discipline-specific characteristics are leveraged alongside locally representative traditional cultural resources. The tangible aspects of traditional culture—such as "artifact design" and "crafting practices"—are incorporated into teaching activities focused on design and technical skills. Meanwhile, the "intangible knowledge" (including technical expertise and cultural connotations) is positioned as the "core essence" of traditional culture and systematically imparted in classroom instruction. By selecting exemplary cultural genes from the core philosophies of Chinese traditional culture, the formal expressions, aesthetic characteristics, and philosophical ideas of traditional culture are utilized as thematic inspiration for artistic design works. This approach enables the presentation of Chinese traditional culture through artistic designs and cultural-creative products, effectively bridging heritage with contemporary innovation.

Keywords: Traditional Culture; Environmental Art Design; Talent Cultivation.

1. Introduction

The exceptional ideological tenets within Chinese excellent traditional culture possess enduring contemporary relevance and innovative vitality, constituting the cultural foundation and dominant paradigm. These principles play a critical role in moral edification and talent development, aligning with the requirements of a comprehensive educational framework. By creatively transforming these cultural elements into pedagogical theories for higher education, we achieve dual objectives: preserving historical-cultural legacies while diversifying innovative cultural mediums.

This research is rooted in the fundamental mission of cultivating socialist builders and successors with well-rounded development in moral, intellectual, physical, aesthetic, and labor dimensions. It fully implements virtue-centric education by anchoring the environmental art design discipline in regional cultural resources and serving local traditional cultural industries. Foundational courses enhance students' transferable competencies and aesthetic sensibilities—such as understanding craftwork characteristics and internalizing traditional aesthetics and craftsmanship ethos. Through core curricula, authentic cultural projects are integrated as pedagogical vehicles, where modular tasks guide students to innovate artistic designs for traditional cultural initiatives, thereby advancing discipline-specific creative capacities. These systematic approaches substantiate the study's theoretical contributions.

2. The Catalytic Role of Integrating Traditional Culture into Environmental Art Design Education for Talent Development

2.1. Enrich the Theoretical Framework for Cultivating Environmental Art Design Talents and Explore the Theoretical Value of Integrating Excellent Traditional Chinese Culture into Talent Cultivation

It is the sacred mission of universities in the new era to preserve and promote China's outstanding traditional culture, which constitutes an indispensable component in constructing a holistic education system. By integrating these cultural essences into the comprehensive cultivation framework of environmental art design discipline, we can expand new frontiers for cultivating artistically competent professionals with well-rounded development in moral, intellectual, physical, aesthetic, and technical dimensions.

2.2. Promote Cultural Transformation by Integrating Traditional Heritage into Art and Design Talent Cultivation Frameworks, Thereby Enhancing Students' Professional Competence and Career Competitiveness in the Creative Industries

Through foundational curricula that enhance students' general competencies and aesthetic cultivation—particularly regarding the characteristics of arts and crafts, traditional aesthetics, and artisan ethos—we implement pedagogical

innovation. Core discipline courses strategically integrate traditional cultural projects, employing project-based pedagogy whereby modular assignments guide students in innovative design execution, thereby cultivating specialized capabilities. This comprehensive approach enables learners to not only acquire professional knowledge and technical expertise but also gain insights into regional cultural industry trends. Such dual-focused education fosters career planning clarity and goal orientation, ultimately enhancing graduates' professional competitiveness in the job market.

2.3. Promote the Application of Art and Design Pedagogical Achievements in Serving Regional Cultural Industries, Thereby Accelerating the Marketization Process of China's Outstanding Traditional Culture

President Xi Jinping's seminal doctrine of "creative transformation and innovative development" has charted the developmental course for China's outstanding traditional culture. By incorporating traditional cultural projects into art and design pedagogy, while simultaneously channeling pedagogical achievements and design innovations back into cultural revitalization, we establish a symbiotic mechanism. This dual-directional approach transforms design outputs into marketable cultural commodities, infusing regional cultural markets with innovative vitality. Through this dual mechanism of academic-industry interaction, we effectively catalyze local economic development and advance the contemporary marketization of China's cultural heritage.

3. Implementation Pathways for Integrating Traditional Culture into Environmental Art Design Talent Cultivation

3.1. Deconstructing Traditional Cultural Projects with Strategic Planning to Optimize Environmental Art Design Talent Cultivation Programs

By synergizing with disciplinary cluster development, we optimize strategic planning through expanding research methodologies that transcend conventional academic-industry collaborations. This involves systematic investigation of traditional cultural institutions (e.g., local heritage academies, craft inheritors) to holistically map market demands and developmental trajectories, enabling targeted integration of cultural preservation projects into talent cultivation frameworks [1].

By integrating students' knowledge acquisition, competency development, cultural literacy, traditional craftsmanship, and aesthetic sensibility, we cultivate multidimensional professionals equipped with industry-aligned competencies for regional cultural tourism ecosystems and cultural market demands. The cultivation blueprint systematically coordinates pedagogical approaches, existing educational resources, and market dynamics through strategic alignment between indigenous cultural initiatives and curricular content, thereby organically cultivating students' humanistic qualities and traditional Chinese virtues through immersive cultural transmission.

3.2. Transforming Pedagogical Paradigms to Develop an Immersive Experiential Model Integrating Traditional Culture with Environmental Art Design Discipline

By integrating traditional Chinese cultural elements with modern artistic innovation in design, we embody the essence of "technical mastery in craftsmanship, artisan spirit in conception, ethical integrity in practice, and cultural sublimation through dissemination." The curriculum framework strategically prioritizes cultural inheritance and creative evolution, while strengthening the immersive integration of pedagogical initiatives with regional outstanding traditional cultural resources [2].

Public foundational courses incorporate traditional cultural studies, enabling students to intellectually grasp the profundity and breadth of Chinese cultural knowledge systems. Professional core curricula systematically infuse the spiritual essence of traditional culture, demonstrating its profound impact on disciplinary paradigms through specialized case analyses. Capstone projects and studio courses initiate cultural innovation through design experiments with traditional elements, fostering quadripartite cultural engagement (passion cultivation, conceptual understanding, experiential learning, and transgenerational transmission) via material reinterpretation of cultural carriers. Structured vacation programs guide anthropological investigations of regional cultural ecosystems, including documentation of folk customs, technical analysis of artisanal crafts, and phenomenological studies of heritage architecture, transforming students into active cultural interpreters through embodied practice.

3.3. Deepening Industry-Education Symbiosis through Multidimensional Collaborative Platforms Integrating Production, Pedagogy, and Research

We establish strategic alliances between academic institutions and socio-cultural organizations/creative enterprises through multi-stakeholder collaboration, creating an ecosystem of resource complementarity and synergistic development. Institutionally, we construct industry-education convergence platforms for art and design disciplines that implement multifaceted integration of traditional cultural initiatives with pedagogical outcomes and student achievements. This systemic approach enables quintuple collaboration mechanisms: co-developing industry standards, jointly formulating cultivation strategies, collaborative infrastructure development, coordinated R&D initiatives in cultural technologies, and co-deliver instruction through cross-sectoral expertise sharing [3].

Under government-led industry-education integration policies, we incentivize faculty engagement with local arts and crafts associations and traditional culture-focused civil organizations, embedding educators within cultural innovation ecosystems for cross-sectoral knowledge exchange. This praxis-oriented approach empowers both instructors and students to become cultural custodians who innovatively reinterpret heritage through bold design interventions, transforming academic research into tangible cultural products.

3.4. Integrating China's Outstanding Traditional Culture into Faculty Capacity Building to Optimize Professional Teaching Teams

We implement a dual-channel talent integration strategy by diversifying recruitment mechanisms and institutionalizing campus residency programs for traditional culture inheritors and master artisans. This initiative establishes cultural literacy curricula for heritage dissemination while co-developing project-based learning modules that synergize academic expertise with artisanal craftsmanship. The resultant pedagogical ecosystem achieves holistic integration of instructional delivery and project incubation, systematically cultivating students' capacity for transdisciplinary knowledge synthesis through applied cultural practice [4].

We implement collaborative co-cultivation mechanisms to establish dual-qualified faculty teams, enhancing comprehensive faculty development through three strategic pillars: Strengthen academic pioneers through international joint research programs and industry-academia immersion initiatives. Build interdisciplinary teams focused on heritage innovation via UNESCO-endorsed pedagogical frameworks. Sponsor mid-career scholars and core faculty in advanced training at top-tier global universities (QS Top 100) and Fortune 500 cultural enterprises, integrating cutting-edge design methodologies with traditional craft epistemologies.

4. Conclusion

Traditional culture serves as the cornerstone for cultivating university students' holistic development. By integrating it with environmental art design talent cultivation, we establish a pedagogical framework that combines cultural immersion through learning environments and practical platforms. This approach implements virtue cultivation initiatives and volunteer services that enable students to actively engage in cultural dissemination and innovative practice. Such experiential learning facilitates the transformation from theoretical understanding to ethical embodiment, thereby laying a solid foundation for effectively nurturing traditional cultural literacy among higher education students.

We construct an "experiential teaching model" that

integrates traditional culture with environmental art design education, systematically infusing outstanding cultural heritage into curriculum development to enhance students' cognitive understanding, technical mastery, and creative application capabilities. Through establishing culturally immersive learning environments and multidimensional industry-academia-research collaborative platforms, this pedagogical innovation achieves:

(1) Cultural confidence cultivation via deconstruction-reconstruction of heritage projects.

(2) Teaching team optimization through dual-mentorship (academic/artisan) mechanisms.

(3) Industry-education symbiosis via co-developed cultural product incubators.

(4) Educational paradigm shifts implementing UNESCO's Living Heritage Education framework.

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