

Curriculum Ideological and Political Education in Packaging Design under the Background of Industry-University Integration

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Abstract: Against the backdrop of implementing the fundamental task of "fostering morality and cultivating people" in higher education and advancing the industry-university integration strategy, packaging design, as a core practical course for visual communication majors, needs to break through the traditional limitation of "valuing skills over values". Based on constructivism and OBE (Outcome-Based Education) educational concepts, this paper explores the innovation of a "three-dimensional driven" teaching model integrating "curriculum ideological and political education + competition-promoted learning + industry-university integration" through project-based teaching and typical cases of intangible cultural heritage (ICH), red culture, and regional culture. By reconstructing curriculum content, innovating teaching methods, and improving evaluation mechanisms, ideological and political elements are systematically integrated into the entire teaching process. While tempering students' practical abilities, this model strengthens their sense of social responsibility and national cultural identity. Combined with typical cases of contemporary expression of cultural genes and inheritance of red culture, this study provides an operable practical paradigm for the collaborative development of curriculum ideological and political education and industry-university integration in design-related majors.

Keywords: Industry-university Integration; Packaging Design; Curriculum Ideological and Political Education; Three-dimensional Driven; Cultural Inheritance.

1. Introduction

Curriculum ideological and political education is a core concept for colleges and universities to implement the fundamental task of "fostering morality and cultivating people" in the new era. It aims to realize the organic unity of knowledge impartment and value guidance through the educational functions of various courses, and has become a key direction of higher education reform. The Guidelines for Constructing Curriculum Ideological and Political Education in Colleges and Universities issued by the Ministry of Education clearly requires colleges and universities to fully explore the ideological and political resources contained in various courses, integrate value guidance into the entire process of education and teaching, and achieve the in-depth integration of knowledge impartment and ideological and political education. As an important initiative to promote the high-quality development of higher education, industry-university integration emphasizes the in-depth collaboration between school teaching and enterprise training. Its goals in shaping professional literacy and cultivating values are naturally consistent with curriculum ideological and political education, and their combination provides an effective path for professional teaching reform. [1-2]

As a core course for visual communication majors, packaging design covers diverse design elements such as form, structure, graphics, and color, and possesses strong artistic and practical attributes. It is not only a key carrier for cultivating students' professional skills but also has inherent advantages in exploring cultural connotations and conveying value concepts. Currently, packaging design teaching still faces practical problems such as disconnection between talent training and industrial needs, and fragmented integration of ideological and political elements. How to systematically

integrate the core elements of ideological and political education, such as fine traditional Chinese culture, craftsmanship spirit, and sense of social responsibility, into curriculum teaching through industry-university integration has become a crucial proposition for improving the quality of talent training in design-related fields. Based on this, this paper proposes a "three-dimensional driven" teaching model of "curriculum ideological and political education + competition-promoted learning + industry-university integration" relying on project-based teaching, and explores effective implementation paths for curriculum ideological and political education in packaging design under the background of industry-university integration, so as to realize the collaborative advancement of professional competence training and ideological and political literacy cultivation.

2. Implementation Basis of Curriculum Ideological and Political Education in Packaging Design under the Background of Industry-University Integration

2.1. Current Teaching Situation and Problems

The prominent problems existing in current packaging design teaching provide a clear direction for the integration of curriculum ideological and political education and industry-university integration. In terms of talent training, the teaching models adopted by most colleges and universities make it difficult for students to engage in real design projects during their undergraduate studies. Daily learning mainly focuses on theoretical knowledge and virtual projects, resulting in students' lack of understanding of enterprise operation processes and professional standards, and ultimately a significant gap between the trained talents and enterprise

needs. In terms of teaching content, the curriculum focuses more on visual language expression while paying insufficient attention to the functionality and craftsmanship of packaging, leading to a fragmented knowledge system that makes it difficult for students to form systematic cognition. Meanwhile, the integration of ideological and political elements lacks systematicity, with insufficient coverage of professional literacy-related content such as craftsmanship spirit, industry norms, and teamwork. Particularly, the two core educational dimensions of cultural gene inheritance and red culture education are overlooked. In terms of teaching models, traditional lecture-based teaching still dominates, making students passively accept knowledge and weakening their initiative in learning and innovation. Homework is mostly in the form of computer renderings, and traditional craftsmanship, regional cultural elements, and red cultural elements are increasingly scarce in teaching, which prevents students from understanding their inherent connotations through practice. [3-5]

2.2. Advantages of Integrating Ideological and Political Education into Project-Based Teaching

As a comprehensive teaching method, project-based teaching provides an effective path for integrating ideological and political elements, cultural genes, and red culture. With projects as the core, this teaching model simulates the actual operation process of enterprise projects, guiding students to independently complete a series of tasks including market research, goal analysis, and scheme design. It breaks through the constraints of traditional lecture-based teaching and significantly improves students' classroom participation. During project implementation, students work in teams, which not only exercises their practical operational abilities but also cultivates their teamwork spirit. Additionally, project-based teaching inherently contains ideological and political, cultural, and red education elements. By guiding students to pay attention to national policies, explore traditional cultural genes, inherit red culture, and analyze social phenomena, it can organically combine professional knowledge of packaging design with patriotic education, ideological and moral cultivation, and cultural inheritance education. This enhances students' understanding of traditional culture, regional culture, and red culture, improves their cultural accomplishment, and cultivates innovative design talents who can inherit fine traditional Chinese culture and red genes.

2.3. Core Advantages of the Three-Dimensional Driven Teaching Model

The three-dimensional driven project-based teaching model breaks the limitations of traditional single teaching models, and the integration of "curriculum ideological and political education + competition-promoted learning + industry-university integration" forms an all-round and multi-level educational structure. With projects as the core carrier, this teaching model simulates the actual operation process of enterprises, guiding students to independently complete the whole process of research and design. It not only improves classroom participation but also exercises students' practical abilities and teamwork spirit. Meanwhile, relying on the ideological and political, cultural, and red education elements inherently carried by projects, it can realize the organic combination of professional knowledge with patriotic

education and cultural inheritance education, cultivating design talents with both innovative capabilities and value recognition. Curriculum ideological and political education sets the tone for talent cultivation and clarifies the fundamental direction of "what kind of people to cultivate"; competition-promoted learning empowers talent cultivation by stimulating students' internal motivation through the competitiveness and innovation of competitions; industry-university integration lays the foundation for talent cultivation by providing real industrial scenarios and practical platforms. These three dimensions work synergistically to form an educational synergy of "1+1+1>3".

3. Implementation Paths of Curriculum Ideological and Political Education in Packaging Design under the Background of Industry-University Integration

3.1. Curriculum Content Reconstruction: Integrating Ideological and Political Elements, Cultural Genes, and Red Culture

To address teaching pain points and give play to the advantages of the three-dimensional driven model, curriculum ideological and political education needs to be promoted systematically at the content level. Ideological and political elements, cultural genes, and red culture are systematically integrated into three core modules: basic theories, creative expression, and production processes, so as to realize the unity of knowledge impartment, value guidance, cultural inheritance, and red education. In the basic theory module, case teaching is used to introduce basic packaging design theories, and targeted integration of fine traditional Chinese culture, regional cultural genes, and red culture is carried out. Cases of the combination of traditional packaging aesthetics, ICH crafts, red cultural symbols, and modern design are displayed, such as introducing Jingdezhen ceramic patterns, Gannan Caicha Opera elements, and Jinggangshan red symbols into teaching, so as to cultivate students' cultural confidence, national pride, and patriotic feelings. In the creative expression module, a combination of case teaching and experiential teaching is adopted to teach packaging design ideas and methods. By analyzing design cases reflecting harmonious society, ICH inheritance, rural revitalization, and red culture communication, practical examples of contemporary expression of cultural genes and red culture transformation are highlighted, so as to cultivate students' communication and collaboration abilities, cultural innovation awareness, and red gene inheritance awareness. In the production process module, enterprise-university cooperative teaching is strengthened. Enterprise technicians are invited to explain the actual processes of packaging production and printing, integrating ideological and political elements such as environmental awareness, safety awareness, dedication, and integrity with industrial standards. Meanwhile, attention is paid to the teaching of traditional craftsmanship such as hand carving and traditional printing, allowing students to experience the charm of traditional crafts in practice.

3.2. Teaching Model Innovation: Synergistic Development of Three-Dimensional Drive

The three-dimensional driven project-based teaching model of "curriculum ideological and political education + competition-promoted learning + industry-university integration" breaks the limitations of traditional single teaching models and forms an all-round and multi-level educational structure. Through curriculum ideological and political education, an "ideological and political element map" is constructed to systematically sort out the ideological and political entry points of each curriculum module, realizing full coverage of value guidance. In the basic theory module, cultural confidence is cultivated through traditional packaging culture cases; in the creative expression module, team spirit and communication skills are developed through collaborative project completion; in the production process module, professional ethics and ecological responsibility are fostered through the application of environmentally friendly materials and adherence to process norms. Meanwhile, special teaching content is designed around themes such as red culture and ICH, such as "Jinggangshan Red Culture Packaging Design" and "Gannan Caicha Opera ICH Element Transformation", allowing ideological and political education to be naturally integrated into professional teaching. In addition, competition-promoted learning closely combines competition propositions with curriculum teaching, constructing a three-level competition system of "national-provincial-school". Curriculum content is set around competition requirements, for example, transforming the themes of China Packaging Creative Design Competition and Milan Design Week University Design Competition into teaching projects, guiding students to create in accordance with competition standards. A competition achievement transformation mechanism is established to recommend outstanding competition works to cooperative enterprises for market-oriented development or include them in the teaching case database, realizing "promoting learning through competition, promoting innovation through competition, and promoting application through competition". In terms of industry-university integration, enterprise-university cooperation is deepened, and a dynamic docking mechanism of "enterprise needs - curriculum content - practical projects" is established. The college has established long-term cooperative relations with 12 enterprises, introducing real enterprise packaging design projects into the classroom as research topics, allowing students to actively pay attention to the multi-value elements and industrial requirements in the project background while solving practical problems. Enterprise designers are invited to serve as part-time teachers to participate in curriculum design, project guidance, and achievement evaluation. Meanwhile, students are organized to visit enterprises for study and internships, so as to understand the industrial processes and professional standards of packaging design. Joint enterprise-university practice bases are built with advanced packaging production equipment and training resources, providing students with a seamless practice platform of "classroom-base-enterprise".

3.3. Evaluation System Improvement: Three-Dimensional Subject and Multi-Dimensional Assessment

A three-dimensional evaluation subject composed of "school supervisors + enterprise mentors + competition

judges" is constructed to form an all-round and multi-dimensional assessment system. The evaluation content covers three dimensions: professional competence (50%), ideological and political literacy (30%), and practical performance (20%). Among them, professional competence focuses on assessing design creativity, process implementation, and competition performance; ideological and political literacy focuses on evaluating cultural inheritance awareness, sense of social responsibility, and red gene recognition; practical performance emphasizes the quality of enterprise project completion and industry adaptability. The evaluation method adopts a combination of "process evaluation (60%) + summative evaluation (40%)". Process evaluation is conducted through dynamic records of classroom performance, project progress reports, enterprise feedback, and phased competition achievements; summative evaluation is comprehensively assessed based on design works, competition results, and project implementation. A closed-loop mechanism of "evaluation-reflection-optimization" is established to timely adjust curriculum content and teaching methods according to evaluation results, ensuring the dynamic improvement of the curriculum teaching system.

4. Practical Cases of Curriculum Ideological and Political Education in Packaging Design under the Background of Industry-University Integration

4.1. Practical Project of Curriculum Ideological and Political Education in Packaging Design Oriented by Intangible Cultural Heritage

The "Tea Room Opera" Ninghong Tea packaging design project is a typical example of the in-depth integration of contemporary expression of ICH genes and curriculum ideological and political education under the three-dimensional driven model. It originated from the actual needs of a Ninghong Tea enterprise in Xiushui, Jiangxi Province, and was also aligned with the special competition theme of "Design Empowers Local Products and Helps Rural Revitalization" in the Milan Design Week China University Design Discipline Teachers and Students Excellent Works Exhibition. Xiushui is the hometown of Ninghong Tea and an important inheritance place of Gannan Caicha Opera, an intangible cultural heritage. However, the local Ninghong Tea packaging lacks cultural characteristics and fails to reflect the ICH connotations and regional characteristics of the product, so there is an urgent need for design upgrading to enhance brand recognition and cultural added value.

During project implementation, curriculum ideological and political education focused on cultural inheritance and craftsmanship spirit cultivation, guiding students to deeply explore the connotations of ICH; competition-promoted learning encouraged students to break through traditions around the competition requirements of "innovation" and "cultural nature"; industry-university integration ensured the design's artistic and market-oriented attributes based on enterprise needs. Teachers led students to conduct in-depth research in Xiushui: on the one hand, visiting Ninghong Tea planting bases and processing workshops to understand the planting history and production technology of Ninghong Tea;

on the other hand, entering Gannan Caicha Opera inheritance bases to communicate with inheritors and record cultural elements such as character images and costume patterns of Caicha Opera. In the design conception stage, students organically combined the ICH elements of Gannan Caicha Opera with the product characteristics of Ninghong Tea: the main visual of the packaging uses simple illustrations to reproduce the classic scenes of tea picking and tea making in Caicha Opera, integrating elements of Ninghong Tea leaves; the color scheme combines the bright colors of Gannan Caicha Opera costumes with the amber color of Ninghong Tea; the box structure adopts a drawer-type design, and the opening process simulates the sense of ritual of "opening the stage curtain", with a QR code for classic Caicha Opera arias attached inside. This design scheme not only met the enterprise's brand upgrading needs but also won the second prize in the national special competition of the Milan Design Week China University Design Discipline Teachers and Students Excellent Works Exhibition with its cultural innovation and artistic expression. Through this project, students not only mastered professional packaging design skills but also gained a deep understanding of the current situation of ICH inheritance, with significantly enhanced cultural awareness and confidence, as well as improved teamwork abilities and innovative thinking.

4.2. Practical Project of Curriculum Ideological and Political Education in Packaging Design Oriented by Red Culture

The "Youjian Jinggang" Jinggangshan Grapefruit packaging design project is a typical example of the integration of red culture and rural revitalization under the three-dimensional driven model. It responds to the needs of agricultural product branding development in Jinggangshan area and is aligned with the "rural revitalization" theme design competition. As an old revolutionary base area, Jinggangshan has profound red cultural heritage, but the local grapefruit packaging is simple and crude, failing to combine red cultural resources with agricultural product advantages, making it difficult to form market competitiveness.

During project implementation, curriculum ideological and political education focused on red gene inheritance and social responsibility cultivation, guiding students to understand the contemporary value of red culture and the significance of rural revitalization; competition-promoted learning optimized the functionality and communication of the design around the competition requirements of "distinct theme" and "strong practicality"; industry-university integration ensured that the design meets the transportation, storage, and sales requirements of agricultural product packaging based on the actual needs of local cooperatives. Student teams conducted in-depth research in the Jinggangshan old revolutionary base area, visiting revolutionary museums and former sites to collect red symbols such as Red Army slogans and five-pointed stars, and entering grapefruit planting bases to understand the growth environment and industrial status of the product. In the design transformation stage, students deeply integrated red cultural symbols with the product characteristics of grapefruit and the theme of rural revitalization: the main visual of the packaging takes the green mountains and rivers of Jinggangshan as the background, integrating a simplified Red Army march route map; the graphic elements adopt classic red symbols such as

five-pointed stars, reconstructed with modern flat design techniques; the color scheme takes red as the main color, matched with the bright yellow of grapefruit and the green of Jinggangshan; the box structure adopts a portable design, with the slogan "Jinggangshan Spirit Will Be Passed Down Forever" printed on the side of the packaging and red cultural cards placed inside. After being adopted by local cooperatives, this design scheme significantly improved the brand awareness of Jinggangshan grapefruit, and the themed packaging design won the third prize in the Milan Design Week Rural Revitalization Theme Design Competition. In the design process, students deeply realized the significance of rural revitalization, their recognition of red culture and sense of social responsibility were significantly strengthened, and their practical abilities and problem-solving skills were also improved in the process of meeting needs and participating in competitions.

4.3. Practical Project of Curriculum Ideological and Political Education in Packaging Design Oriented by Regional Culture

The "Shanshui Bei'an" project is a vivid practice of the contemporary expression of regional cultural genes. With the mission of empowering rural revitalization through design, the design team took Bei'an Village in Jingdezhen as the research object, systematically exploring local cultural genes through field investigations and interview surveys: the natural landscape of Bei'an Village forms unique regional landscape symbols; the firewood kiln texture and porcelain-making process in traditional porcelain-making craftsmanship constitute core ICH elements; the daily life scenes and folk customs of villagers carry vivid humanistic connotations. In the design transformation stage, students combined these cultural genes with packaging functions and modern aesthetics: the packaging outline extracts the natural curves of terraced fields in Bei'an Village, which is both aesthetically pleasing and easy to stack and store; the packaging pattern adopts digitally processed firewood kiln texture, presented through embossing and debossing processes to enhance the tactile experience; the packaging illustration depicts scenes such as villagers' labor and folk activities with simple lines, conveying the simple atmosphere of the countryside; the color scheme selects the rice white of local porcelain clay and the light blue of blue and white porcelain, echoing the characteristics of Jingdezhen ceramic culture. Meanwhile, the packaging adopts environmentally friendly degradable materials, and the box structure balances transportation convenience and gift attributes, meeting the dual needs of rural cultural tourism promotion and agricultural product sales. The project results were adopted by the Bei'an Village Committee for cultural tourism promotion and agricultural product sales, truly achieving the social value of "design empowering the countryside". [6-9]

With rural revitalization as the theme, this project realized the contemporary expression of cultural genes in design concept and was recognized with a national award in the China Good Creativity Digital Art Design Competition. Furthermore, it cultivated students' core literacy in the practice process: field investigations fostered a rigorous and pragmatic academic attitude, teamwork improved communication and collaboration abilities, cultural transformation strengthened cultural confidence and innovation awareness, and the original intention of serving

the countryside deepened the sense of social responsibility and family and country feelings.

5. Practical Effects, Reflections, and Prospects of Curriculum Ideological and Political Education in Packaging Design under the Background of Industry-University Integration

5.1. Practical Effects

Through the collaborative reform of curriculum ideological and political education and industry-university integration, remarkable results have been achieved in packaging design teaching. In terms of students' ability improvement, students' practical operation abilities, innovative thinking, and teamwork abilities have been effectively exercised, enabling them to independently complete the whole process from research to design implementation. The professionalism, practicality, and cultural connotations of design works have been significantly improved, forming distinct characteristics especially in cultural gene excavation, ICH inheritance, and red culture transformation. In terms of ideological and political literacy cultivation, students' cultural confidence, sense of social responsibility, professional ethics awareness, and red gene inheritance awareness have been significantly enhanced. Their understanding and willingness to inherit traditional culture, ICH, and red culture, as well as their ability to understand and practice the concept of green development, have all been improved. The emergence of excellent works such as "Tea Room Opera", "Youjian Jinggang", and "Shanshui Bei'an" fully reflects the effectiveness of cultivating students' cultural awareness, family and country feelings, and sense of responsibility. In terms of industry-university integration, students' ability to connect with enterprises has been improved, and some students have gained recognition from enterprises through internships and practical training, laying a solid foundation for employment. Meanwhile, curriculum reform has also delivered design talents with professional competence and good professional quality to enterprises, achieving a win-win situation for schools and enterprises.

5.2. Reflections and Prospects

The exploration and practice of curriculum ideological and political education in packaging design still need continuous improvement. In the future, it is necessary to further deepen enterprise-university cooperation, establish a more stable collaborative education mechanism, expand the sources and depth of real projects, and allow students to engage with more diverse packaging design needs. Special attention should be paid to strengthening cooperation in cultural and creative projects and red education projects, providing more practical platforms for cultural gene inheritance and red culture communication. In terms of the integration of ideological and political elements, cultural genes, and red culture, it is necessary to further explore the entry points of each curriculum link, avoid superficial and formalistic integration, realize the seamless connection between ideological and

political education, cultural inheritance, red education, and professional teaching, and enable students to deeply root themselves in cultural and red education soil. Meanwhile, it is necessary to strengthen the combination of traditional craftsmanship and modern digital technology, balance tradition and innovation in teaching, effectively promote the continuous deepening of curriculum ideological and political education and industry-university integration, cultivate students' comprehensive design abilities, and realize the fundamental goal of "fostering morality and cultivating people".

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