

Exploration of the "Integration Education" system in the "New Liberal Arts" of Zhejiang University of Applied Sciences - Using Jiaxing Haining area as an example of fashion design education

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Abstract:

The local application-oriented undergraduate colleges in Zhejiang Province echo the construction of new liberal arts in the practice of "integration of art and industry" and "integration of production and education" in clothing design education. This article focuses on the exploration and practice of the new liberal arts model of clothing design education, shifting from "subject-oriented" to "demand-oriented," aiming to adapt to the development of the times and serve the transformation and upgrading of regional industrial economy. It explores the theoretical logic and practical orientation of the new liberal arts in clothing design education under the driving force of science and technology and value guidance. Based on the development of clothing industry in Haining City, Jiaxing City and the current situation of application-oriented undergraduate colleges in clothing design education, the study focuses on the integration of disciplines and the collaborative education mechanism of production and education from the perspectives of "locality" and "application-oriented". Integrating the advantages of local clothing industry and cultural characteristics into teaching projects to activate the regional radiation role of local colleges. By carrying out the integration education of "new liberal arts" under the principle of "upholding the tradition and innovating", a cultural ecology for ensuring the quality of clothing design talent cultivation is created.

Keywords: New Liberal Arts; interdisciplinary; integrated education; fashion design

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Since the launch of the "Six Excellence and One Top-notch" 2.0 plan by the Ministry of Education in early 2019 and the release of the "Manifesto for the Construction of New Liberal Arts" in 2020, academic forums on the construction of "New Liberal Arts" have been held by various university alliances across the country, reaching relevant theoretical consensus and goal direction. This has sparked a research craze on "New Liberal Arts" in China, indicating the growing contradiction between the traditional development of liberal arts and the demands of social development. This article responds to the demands of the new era by focusing on the clothing design education of local applied undergraduate colleges in Zhejiang, starting from the talent cultivation needs in the context of new reforms. Building on the existing theories and practices of constructing new liberal arts, this article takes the practical exploration of clothing colleges in Haining City, Jiaxing City as an example, and conducts research on "theoretical connotations," "talent cultivation goals,"

and "system and model construction" of clothing design education under the principle of "maintaining originality and innovation." On the one hand, it enriches the current theoretical research achievements of clothing design education. On the other hand, through this research, it is conducive to forming a replicable experience of three-dimensional comprehensive clothing design education new liberal arts construction.

1.The theoretical connotation and target requirements of the new liberal arts

The construction of new liberal arts is currently a hot topic in the research of liberal arts reform. Liberal arts education is the main battlefield and main channel for cultivating confidence, pride, influence, appeal, and forming the national cultural self-consciousness. The construction of new liberal arts is of great significance for promoting innovative development of liberal arts education, building a new pattern of philosophical and social sciences development centered on nurturing talents and talents, and accelerating the cultivation of new talents in the new era. Previous studies on the policy and connotation of the construction of new liberal arts mainly focus on the interpretation of "strategic significance, theoretical connotation, and important connotations"; research on the background of the era and the value of the era, cracking the essence and bottlenecks of the construction of new liberal arts, construction ideas, and practical directions. Scholars believe that the new liberal arts have the characteristics of the times, Chinese characteristics, world characteristics, and technical characteristics. If traditional educational ideas are not transformed, it will be difficult for the construction of new liberal arts to have a new outlook. The new liberal arts need to extract effective understanding of China's modernization knowledge discourse from a global perspective (Chen Fan, He Jun, 2020), regain the reality of humanistic and social sciences disciplines based on consensus and spirit of criticism (Duan Yu, Cui Yanqiang, 2020). It is necessary to emphasize interdisciplinary integration, emphasize value guidance, and pay attention to the localization and internationalization of teaching content (Zhu Yun, 2022).

Actually, the new liberal arts was first proposed by foreign countries, mainly for the purpose of level management methods. Reflecting the needs of technology society for liberal arts education services, it advocates the recombination and intersection of disciplines. The construction of the new liberal arts in China should always be based on responding to the needs of the times, grasping the basic principles of adhering to innovation, leading values, and promoting classification. We should focus on the "three important points" of optimizing specialties, improving curriculum quality, and innovating models, in order to cultivate interdisciplinary talents that meet the requirements of the new era. In summary, the theoretical connotation of the "new liberal arts" mainly includes aspects such as interdisciplinary and integrated education, leading values and cultural heritage, technology-driven, commercial transformation, and collaborative education. Currently, research on the construction of the new liberal arts mainly focuses on macro discussions around the "era background, theoretical connotations interpretation, and practical paths", with relatively few empirical explorations at the micro level using typical cases as research objects. In addition, many top universities in the construction of the new liberal arts have made remarkable achievements in the construction of first-class majors and talent training, and local applied universities in different provinces should not blindly copy experiences. Some researchers have explored the practice of new liberal arts education from the perspective of serving local industry economy and regional cultural advantages. However, existing academic research still needs to be further deepened and refined to ensure the quality and output of the results.

2. Overview of the construction of "New Liberal Arts" in the education of clothing design in local application-oriented colleges

Research on the construction of new arts and sciences in local application-oriented undergraduate colleges mainly focuses on aspects such as "talent training modes and guarantee mechanisms," specific strategies for the construction of new arts and sciences in specific majors of application-oriented undergraduate colleges, and the development of regional characteristics under the constraints of resource endowment to create

differentiated competitive advantages. The mainstream view is that the construction of new arts and sciences in local application-oriented undergraduate colleges should actively integrate into the new round of technological revolution and industrial transformation, strengthen the construction of arts and science professional practice teaching system as a starting point to serve the social and economic development of our country and the transformation of regional economic industries. In terms of research on the construction of new arts and sciences in design and fashion design education, educators mainly conduct academic discussions from the perspectives of interdisciplinary design specialty construction strategies, research on the talent training mode of "art-science integration" in design, exploration of undergraduate and graduate education reform, innovation in design teaching modes with professional competition as the starting point, exploration of talent training models in fashion design specialty, and teaching reform in university fashion design specialties. Overall, the theoretical research on the construction of new arts and sciences lags behind the logical evolution of teaching practices. Most design disciplines, such as fashion design, have already carried out the construction of interdisciplinary professional curriculum system and compound application-oriented talent training models, but their theoretical research on new arts and sciences only touches on aspects such as talent training, professional teaching reform, and "art-industry integration" practices to some extent. Furthermore, both theoretical and practical aspects need to be further expanded and improved to avoid issues such as "putting old wine in new bottles."

3. Exploration of the "Integration Education" System in the Context of the New Liberal Arts in the Fashion Design of Jiaxing University, Haining

3.1 Background of the clothing industry in the Haining area of Jiaxing and the current situation of clothing design education

Haining City, Jiaxing City is located in the core area of the Yangtze River Delta, with unique geographical location advantages. The region has convenient transportation and a well-developed logistics network, providing strong support for the procurement of raw materials, product processing, and market sales in the clothing industry. Over the years, the historical accumulation and industrial foundation of Haining have enabled its clothing industry to continuously accumulate experience and technology, forming a complete industrial chain and supporting system. From simple processing in the beginning to the current transformation into branding and fashion, Haining's clothing industry has gradually improved its industrial level and competitiveness. Today, the clothing industry in Haining has a considerable industrial scale and significant cluster effects. Numerous clothing enterprises have gathered in Haining, promoting the rapid development of the entire industry through resource sharing, collaborative innovation, and other means. These enterprises cover various segments such as women's wear, men's wear, and children's wear, forming a diversified product structure and market layout. Meanwhile, the clothing industry in Haining attaches great importance to brand building and market promotion. The leather and fur, as well as the knitted home textile industry in Haining, actively carry out market promotion activities, expand sales channels, and increase market share. In terms of brand building, participating in domestic and international fashion weeks, hosting brand release events, and other activities continuously enhance brand awareness and reputation. In addition, technological innovation and industrial upgrading are key to the sustainable development of Haining's clothing industry. Haining's clothing enterprises actively introduce new technologies, new processes, and new materials to promote industrial upgrading and transformation, with the successful transformation from traditional home textiles to Chinese-style clothing as a strong proof.

The applied universities in the Haining City, Jiaxing City have the characteristics of short history, mainly undergraduate education, locally managed, and close integration of production and education. Although the education of fashion design is constrained by resource endowment, it has the flexibility to fully tap into the advantages and characteristics of regionalism based on the positioning of applied education. In the construction of new liberal arts, the fashion design education of local applied universities in Haining City, Jiaxing City actively integrates into the new round of technological revolution and industrial

transformation with the help of abundant social resources. Taking the transformation of regional economic industries as the starting point, optimizing the layout of professional structure, strengthening the integration of liberal arts majors, and the cross-integration of liberal arts, science, and engineering majors. Using modern information technology to promote the reform of key elements such as curriculum and teaching, deepening the integration of production and education, and strengthening the construction of practical teaching systems for liberal arts majors. Promoting the innovative development of fashion design education according to local needs, striving to create differentiated competitive advantages, and actively exploring the road of distinctive characteristics of fashion design education in the construction of new liberal arts.

3.2 Integration Education System of Fashion Design in Colleges and Universities in Haining City, Jiaxing City

3.2.1 Building a new mechanism for "collaborative nurturing" talent development

The proposal of the "New Liberal Arts Construction" for fashion design education is based on the new global pattern, new economy, new consumption, new technology, and new culture brought about by the transformation of the fashion industry. Currently, the trend of technological development driving the fashion industry is significant, with wide applications of technologies such as artificial intelligence, digital technology, virtual scene and virtual humans, new materials technology, etc. This poses new era requirements for fashion design education, the future of fashion, and the demand for fashion talents. On one hand, fashion design education should embrace the new technological revolution, while adhering to values and cultural guidance, playing a core role of liberal arts, and accurately balancing the relationship between the "skills" of technological means and the "way" of discipline construction in the construction of the new liberal arts. At the same time, fashion design education should closely connect with the market, providing design services for market demands, and achieve commercial transformation guided by value objectives. The realization of the above objectives of fashion design education is based on "cross-fusion". To promote the construction of the new liberal arts in fashion design education, it is crucial to break down the barriers between departments, disciplines, and between disciplines and society, promote integrated education, realize a high degree of integration between discipline research and industry development, fashion talent cultivation, and construct a sound "government-industry-academia-research" collaborative education mechanism.

Haining region's clothing design education is guided by the local social development needs of Haining. Based on strengthening the top-level design of discipline layout and talent cultivation, it establishes a platform for multi-party cooperation among government, industry, academia, research, and enterprises, participating in the evaluation of discipline settings, talent training plans, faculty construction, etc. By collaboratively building a fashion industry college, jointly incubating entrepreneurial projects, technology transfer, etc., creating a senior mutual assistance and mutual promotion service platform, a comprehensive support platform for collaborative education, and achieving good social benefits and evaluations.

3.2.2 Building a "Four-in-One" "Integrated Education" New Curriculum System

Under the new mechanism of "collaborative education" for talent cultivation, Haining College of Fashion Design in Zhejiang Province has focused on the goal of high-quality construction of new arts and sciences, and has built a new curriculum system of fashion design that integrates art, culture, technology, and business. By implementing the logic of curriculum organization, team optimization, and content iteration, the school explores the in-depth integration of disciplines such as "fashion design + culture, fashion design + art," and the interdisciplinary fusion of "fashion design + technology, fashion design + business."

3.2.2.1 Course Logic Mapping

According to the curriculum of fashion design education, the course system is divided into professional foundation courses, professional elective courses, professional core courses, and project comprehensive courses. Teaching corresponding courses in a targeted and focused manner according to the progression of

grades. In the first year of university, it mainly focuses on professional foundation courses and general education courses. Actively introducing the cultivation of patriotic and socialist core values in general education courses, enhancing the national cultural confidence of the younger generation. In professional foundation courses such as "Design Sketching," "Design Color," "Flat and Three-Dimensional Composition," etc., students are introduced to and master the characteristics and social status of contemporary Chinese clothing brands and Chinese fashion styles through relevant course sections and content. Combining pattern design, color design, three-dimensional modeling, etc., to understand the structural characteristics and aesthetic features of traditional Chinese clothing, while incorporating local regional cultural characteristics of Haining into course design. In professional core courses, in addition to teaching basic theoretical knowledge such as "Clothing Structure Design," "Clothing Design Methods," "Clothing Production," interdisciplinary and multiple mentor fusion education is conducted through project integration, industry experts in the classroom, special lectures, and enterprise research. Actively introducing popular clothing pattern making, production, and display design software, using cutting-edge drawing tools for course instruction, such as Midjourney, Stable Diffusion, etc. Collaborating with the Computer Information Technology Institute to develop large-scale models suitable for local clothing industry design applications and commercialization. In professional elective courses, teaching is carried out through modular teaching, mainly including children's wear module, knitwear module, menswear module, and womenswear module. The teaching content of each module is closely integrated with the needs of local industrial economy, conducting teaching through the introduction of advanced equipment, technical guidance, and school-enterprise joint construction. Project comprehensive courses are divided into two categories, one is the integration of theory and practice in cross-disciplinary practical training projects, subject competitions, innovative entrepreneurship projects, etc., and the other is the integration of industry-education-research in school-enterprise collaborative teaching courses, school-enterprise joint projects, brand incubation, etc. The project integration requires the integration of interdisciplinary professional knowledge, conducted under the support of new industrial technology, placing higher demands on student comprehensive literacy and faculty team building.

3.2.2.2 Course Team Optimization

The construction of the new liberal arts education in fashion design is largely dependent on the key role of teachers. The composition of the faculty team in the applied undergraduate colleges in Haining City, Jiaxing City, demonstrates a trend towards a younger age group. Young teaching teams are more passionate, energetic, and fearless in spirit towards teaching, with a strong initiative for learning. Strengthening the training of liberal arts faculty in fashion design education is beneficial for overall competence and capability enhancement, as well as for the construction and dissemination of new knowledge systems. Based on this, local colleges in Haining attach great importance to the integration of liberal arts faculty in fashion design education with those in science and engineering disciplines, forming a teacher team system that combines specialization and versatility, with a rational structure and interdisciplinary exchange of arts and sciences. Adhering to the principles of broadening professional horizons, strengthening disciplinary foundations, and emphasizing innovation and creativity, a new liberal arts education system has been constructed to cultivate people through collaboration. In the formation of the basic faculty team, emphasis is placed on integrating design disciplines with engineering disciplines, attracting talents from both arts and sciences to respectively undertake teaching and research in design and fashion engineering courses. The establishment of a dual-teacher competency faculty team and a mentorship system involving industry experts with rich practical experience has been implemented to provide guidance for curriculum projects. Emphasis is placed on the integration of teachers from different schools and the community, promoting collaborative education through interdisciplinary curriculum projects jointly developed by teachers from within and outside the school.

3.2.2.3 Course content iteration

Traditional liberal arts education content can no longer meet the new social needs brought by the technological revolution of the new era. Haining City, Jiaxing City College's fashion design education pays full attention to diversity integration in curriculum content, and constructs a sound curriculum system of fashion design + technology, fashion design + culture, fashion design + art, and fashion design + business. Firstly, within the discipline of fashion design, integration with culture and art is emphasized, highlighting the leadership of values, and taking the inheritance and innovation of China's excellent traditional culture as its responsibility and mission. General Secretary Xi Jinping emphasized that the Chinese nation has a profound cultural tradition, forming a unique ideological system, reflecting the knowledge, wisdom, and rational thinking accumulated by the Chinese people over thousands of years. This is our country's unique advantage, which needs to be inherited and guarded from generation to generation, while also keeping pace with the times and innovation. The fashion design major has fully carried out ideological and political reform in curriculum content, actively exploring ideological and political elements in professional courses, and holding ideological and political course exhibitions to subtly cultivate students' socialist core values and sense of mission. At the same time, closely integrated with the regional culture of Haining, fashion design activities and promotions are carried out by incorporating local cultural characteristics of Haining, such as tide culture, lantern culture, and celebrity culture, into fashion design courses. The design discipline has artistic attributes, and in basic professional courses, emphasis is placed on cultivating students' design art abilities, through the cultivation of art in courses such as clothing culture, Chinese and foreign clothing art history, and basic design. Secondly, cross integration of fashion design and technology is carried out among professional disciplines. AI and large-scale modeling tools are used in fashion design teaching, such as the application of Midjourney and Stable Diffusion software in clothing pattern design, style design, and creative expression of thinking, to provide students with a continuous stream of design inspiration. Courses in fashion CAD and 3D software in clothing technology and display design are offered to carry out clothing versioning, virtual simulation, virtual sewing, and scene design. Relying on the industrial advantages of Haining, cross integration education between fashion design and business value is conducted. By building a fashion industry institute jointly with the Haining government, it trains design talents suitable for local enterprises. For example, with the Haining Leather City as an intermediary, a connection between schools and enterprises is established to introduce enterprise projects into curriculum teaching, co-research, co-construction, and jointly promote the implementation of enterprise projects, and organize industry forum activities to expand industry influence. Haining City, Jiaxing City College's fashion design major actively explores emerging industries around and explores integrated development paths between industry and education. For example, based on the traditional home textile industry, Xucun Town has successfully carried out the transformation and upgrading of Chinese style clothing (Hanfu) industry, forming a full-chain industrial pattern from raw materials and fabric pattern development to clothing and marketing. The Hanfu industry in Xucun currently has a relatively small overall scale, often facing situations of explosive orders and supply shortages under the trend of national style and live streaming operations. Through school-enterprise collaboration, clothing product design research and development, and production are carried out to achieve mutual benefit and win-win results. In addition to providing clothing design solutions for enterprises, Haining City, Jiaxing City College also focuses on brand cultivation and incubation. By collaborating with visual communication, product design, and advertising majors, clothing brand image design, product planning, and marketing promotion are carried out to achieve the development and management of clothing brands.

4. Conclusion

This article focuses on the exploration and practice of new liberal arts in fashion design education, shifting from "subject-oriented" to "demand-oriented" in order to adapt to the development of the times and to serve the transformation and upgrading of the regional industrial economy. It aims to explore the theoretical logic

and practical direction of new liberal arts in fashion design education under the driving force of technology and the leadership of values. The key research areas include: first, guided by the needs of the local economy and social development in Haining, Zhejiang Province, exploring the unique advantages of regional fashion industry and traditional cultural attributes. By adhering to the principles of innovation and value leadership, integrating regional culture and new industry technologies into fashion design education practice. Second, based on teaching experiences and effectiveness analysis, continuously optimizing the "Four-in-One" fashion design curriculum structure system and deepening the implementation of the school-enterprise collaborative education mechanism. Third, continuously deepening the integration of theory and practice. By following the logic of curriculum design, optimizing the curriculum team, iterating the curriculum content, and exploring the integration of "fashion design + culture, fashion design + art" in the discipline, and the cross-disciplinary intersection of "fashion design + technology, fashion design + business" in the "Four-in-One" "integrated education" new curriculum system.

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