

Original Paper

Integration and Innovation of Traditional Skills and Modern Design in Art Education

Xiaofang Gou¹

¹ PHD in Educational Management Major in Educational Leadership at Emilio Aguinaldo College, Manila 1000, the Philippines

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Abstract

With the rapid development of socioeconomic conditions and the acceleration of globalization, the art education community is increasingly focused on finding methods to integrate traditional techniques with modern design education, fostering innovation in the process. This study investigates representative traditional Chinese craft techniques, including paper-cutting, blue calico printing, and ceramic painting, exploring how these skills can be applied and their innovative potential within modern design education.

The research employs in-depth interviews and case study methods, gathering insights from teachers and students at 20 renowned art institutions, alongside detailed case studies of five exemplary student design works. By comparing traditional teaching models with modern design teaching approaches that incorporate traditional skills, the study examines the new applications and possibilities for traditional crafts in contemporary design education.

The findings indicate that integrating traditional crafts into modern design education not only enhances the cultural significance and aesthetic value of design works but also stimulates students' creativity and practical skills. The combination of traditional craftsmanship and modern design technologies, through creative transformation and adaptation, enriches the content of art education and provides students with new means of expression and ways of thinking.

This study highlights the importance of art educators focusing on the preservation and inheritance of traditional craft skills, encouraging their integration with modern design education. By combining the wisdom of the past with contemporary approaches, this fusion can lead to cultural innovation and contribute to the modernization of education, ensuring that traditional crafts continue to thrive in the context of modern artistic and design practices.

Keywords

traditional craft techniques, modern design education, innovation, cultural significance, teaching practices

1. Introduction

The integration of traditional craft techniques into modern design education signifies a significant shift in the paradigm of art education. It not only preserves cultural heritage but also strongly promotes creativity and diversity in design. This study explores the application and innovative significance of paper-cutting, blue calico printing, and ceramic painting in modern design teaching, revealing pathways for effectively incorporating traditional crafts into contemporary educational frameworks. The research finds that traditional crafts can significantly enhance the cultural depth and aesthetic value of design works while fostering students' innovative thinking and practical skills. This study emphasizes the crucial role of art educators in preserving and disseminating traditional craft skills and encourages the integration of these skills with modern design education to drive cultural innovation and educational modernization.

The incorporation of traditional crafts not only infuses design education with profound cultural richness but also provides students with diverse creative perspectives. The delicate lines of paper-cutting, the rustic colors of blue calico, and the exquisite techniques of ceramic painting all breathe new life into modern design. This cross-generational fusion not only ensures the continuity of traditional crafts but also stimulates students' creativity and imagination. Art educators should actively embrace the dual mission of heritage preservation and innovation, combining the essence of traditional crafts with modern design concepts through curriculum design and practical teaching. This approach cultivates design talents who are both rooted in tradition and imbued with an innovative spirit. This process is not only a tribute to traditional culture but also an active exploration of the future development of design education.

Traditional arts and crafts, as a vital carrier of national cultural heritage, have increasingly become an essential element in the evolution of modern art design (Pan, 2021). Over centuries of development, these crafts have amassed a wealth of regional characteristics, intricate technical processes, and profound ideological depth, making them a treasure trove of cultural and artistic expression (Pan, 2021). In contrast, modern art design, while emphasizing aesthetic functionality and plastic arts, often grapples with issues of homogenization, where designs risk losing their uniqueness and cultural identity (Pan, 2021; Kevin, Jodi, & James, 2016). This challenge is particularly pronounced in China, where modern art design is still in its exploratory phase. The integration of traditional arts and crafts into contemporary design practices offers a promising solution to this dilemma, as it provides a bridge between preserving local cultural styles and achieving innovative transformation (Zhang, L., & Zhang, Q. Q., 2022).

The fusion of traditional crafts with modern design not only enriches the aesthetic and cultural dimensions of contemporary art but also fosters a deeper connection between heritage and innovation. For instance, the intricate patterns of traditional embroidery or the symbolic motifs of ancient pottery can inspire fresh, culturally resonant designs that stand out in a globalized art world. This integration is particularly crucial for college art education, which plays a pivotal role in nurturing the next generation of designers. By incorporating traditional arts and crafts into curricula, educators can equip students with the skills to reinterpret and revitalize cultural heritage, ensuring its relevance in a rapidly evolving artistic landscape. Ultimately, this approach not only preserves the essence of traditional crafts but also propels modern art design toward a more diverse, innovative, and culturally rooted future.

Traditional arts and crafts elements, such as shape, color, and materials, serve as a boundless source of inspiration for modern art design, offering innovative solutions to overcome creative bottlenecks (Pan, 2021). For instance, the Tang Dynasty tri-color pottery, renowned for its vibrant yellow, green, and white glazes, exemplifies how harmonious color combinations can create striking visual effects. This principle can be seamlessly integrated into modern product design, infusing contemporary aesthetics with historical richness (Pan, 2021). Similarly, Song Dynasty Ding ware white porcelain, celebrated for its purity and symbolic association with good fortune, embodies the concept of "combining form and meaning." This philosophical approach can inspire modern designers to infuse their works with deeper cultural narratives, transforming mere functionality into meaningful artistry (Pan, 2021). By drawing from these traditional elements, modern art design can achieve a delicate balance between innovation and cultural preservation, ensuring that the essence of heritage continues to thrive in a rapidly evolving creative landscape.

In summary, college art education should actively explore pathways to integrate traditional arts and crafts into modern art design, striving to strike a harmonious balance between heritage preservation and creative innovation (Zhang, L., & Zhang, Q. Q., 2022). This endeavor calls for educators to expand their professional perspectives and deepen their systematic research into traditional arts and crafts, ensuring a comprehensive understanding of their historical and cultural significance (Zhang, L., & Zhang, Q. Q., 2022). Simultaneously, students should be encouraged to root their work in local cultural traditions, embrace bold experimentation, and creatively merge traditional elements with contemporary design concepts (Zhang, L., & Zhang, Q. Q., 2022). By fostering this dynamic interplay between tradition and modernity, art education can cultivate a generation of designers who not only respect cultural heritage but also push the boundaries of artistic expression, ultimately achieving a meaningful synergy between education and creative practice.

By integrating traditional arts and crafts with modern art design, not only can the vitality of traditional culture be preserved and inherited, but also modern art design can be enriched with unique cultural connotations. This fusion not only helps to enhance the cultural identity of modern art designs but also promotes cultural diversity in the field of art. In the process of integration, attention should be paid to the authenticity and accuracy of traditional arts and crafts elements, ensuring that they are not distorted

or overly commercialized. At the same time, college art education should cultivate students' abilities to critically think and innovate, encouraging them to explore new possibilities within the framework of traditional culture. Through these efforts, traditional arts and crafts can continue to shine in the modern era, contributing to the prosperity and development of art education and artistic practice.

2. The Status of Traditional Skills in Art Education

The primary focus of traditional arts and crafts education is to develop students' practical skills, aesthetic sensibilities, and innovative thinking. By engaging in hands-on practice, students are able to refine their craftsmanship, which helps them develop a deeper understanding of the materials and techniques involved. Additionally, this type of education encourages an appreciation for the beauty and cultural significance embedded in everyday objects and folk art. However, while the emphasis on technique and craftsmanship is beneficial, there are some drawbacks to the current teaching models. Many educational approaches prioritize mastering traditional techniques over fostering conceptual thinking or encouraging creativity. This often results in a focus on imitation rather than innovation, limiting students' ability to explore their own artistic voices (Kevin, Jodi, & James, 2016). This rigid framework can hinder the development of new, contemporary approaches to traditional arts, making it essential to seek a more balanced and forward-thinking pedagogical approach.

With the continuous development of modern design concepts, it is essential for traditional arts and crafts education to evolve in tandem. Modern design emphasizes a people-oriented approach, focusing on the integration of function and form, with an emphasis on simplicity, sustainability, and individuality (Pan, 2021). This shift in focus encourages both creators and consumers to value not only the aesthetic appeal of an object but also its functionality and environmental impact. In this context, incorporating modern design concepts into traditional arts and crafts education can significantly enhance students' creative thinking and ignite their innovative potential.

For instance, in pottery education, instructors can introduce students to cutting-edge design tools like modern design software for sketching and 3D modeling. These digital techniques allow students to visualize their creations in new ways, offering opportunities to experiment with form and structure before beginning the actual crafting process. By combining these modern approaches with traditional pottery-making techniques—such as handbuilding, wheel-throwing, and glazing—students can develop a deeper understanding of both the technical and aesthetic aspects of the craft. This fusion not only preserves the heritage of traditional arts but also pushes boundaries, encouraging a new generation of artists to explore novel methods and design possibilities (Li, 2018).

In summary, art education should prioritize both the inheritance and innovation of traditional arts and crafts. It is crucial to not only preserve these valuable cultural traditions but also to integrate modern design concepts that can revitalize them. By doing so, educators can help students bridge the gap between traditional craftsmanship and contemporary design trends, fostering a deeper understanding of both. Strengthening this integration encourages students to explore new creative possibilities, cultivate

their comprehensive literacy, and enhance their innovative abilities. This approach helps students grasp the significance of traditional arts in today's context, while also encouraging them to innovate and adapt these skills to modern needs and preferences. The fusion of traditional techniques with contemporary design methods provides a platform for students to create works that are both rooted in heritage and relevant to the modern world. Ultimately, this dynamic process injects new vitality into traditional arts and crafts, ensuring their sustainable development for future generations.

To achieve this goal, educational institutions must adapt their curricula to reflect the evolving nature of design and its growing significance in various industries. One effective way to do this is by incorporating courses that explore both modern design theory and the history of design. This would not only help students understand the roots of contemporary design practices but also allow them to appreciate the diversity of design styles across different cultures and time periods. Such courses would provide students with a solid foundation in design principles while encouraging a critical approach to design evolution.

In addition to theoretical coursework, it is essential for institutions to offer hands-on learning experiences through workshops and seminars. These events can serve as platforms for students to interact with industry experts, gaining valuable insights into current trends, technological advancements, and emerging design practices. By fostering a space for dialogue between students, designers, and professionals, these activities can help cultivate an environment where innovation thrives. Ultimately, combining theoretical knowledge with practical engagement will prepare students to meet the demands of the ever-changing design landscape and contribute to the continued growth of the field.

Moreover, it is essential to find a balance between traditional techniques and modern design concepts. Traditional skills and craftsmanship hold significant value as they embody cultural heritage and time-honored practices. However, in today's rapidly evolving design landscape, it's equally important for educators to encourage students to explore and experiment with new materials, technologies, and innovative design approaches. By blending the best of both worlds, students can develop a deeper understanding of how traditional techniques can be adapted and integrated with modern design trends, fostering both continuity and innovation.

This approach not only helps students stay relevant and adaptable in an ever-changing industry but also enriches the meaning and relevance of traditional arts and crafts. As students experiment with new mediums and technologies, they can breathe fresh life into established forms, allowing these age-old techniques to evolve and remain impactful. In doing so, they contribute to preserving and redefining cultural practices for future generations.

In addition, the role of digital technology in traditional arts and crafts education is increasingly significant and cannot be overlooked. As previously mentioned, integrating modern design software with traditional techniques, such as in pottery-making, is one effective example of how technology can enhance craftsmanship. Similarly, other traditional art forms like weaving, painting, and sculpting stand

to benefit from the application of digital tools. The use of software such as CAD (Computer-Aided Design) can allow students to visualize, modify, and refine their designs with greater precision before creating physical pieces.

Furthermore, 3D printing offers a unique opportunity for students to translate their ideas into tangible objects with intricate detail that may be challenging to achieve by hand. Virtual reality (VR) also holds great potential for immersive learning experiences, allowing students to experiment with spatial design and simulate different artistic techniques in a virtual environment. By incorporating these technologies into the learning process, students can push the boundaries of traditional arts and crafts, making them more innovative and relevant in today's digital age.

Modern Design Concepts and Methods

As modern design concepts and methods continue to evolve, their influence on art education is becoming increasingly widespread and transformative. Traditional art education, which historically emphasized manual skills and formal aesthetics, is now being complemented—and, in some cases, reshaped—by modern design principles. These modern approaches emphasize innovation, practicality, and interdisciplinary thinking, which can diverge from the more classical focus on technique and visual form. Modern design concepts challenge students to think beyond mere artistic expression, urging them to incorporate problem-solving skills, adaptability, and forward-thinking strategies into their work.

One significant development in this evolution is the use of advanced technologies such as Computer-Aided Design (CAD) and parametric design. These methods provide more efficient, precise, and versatile tools for creation, allowing designers to more easily bring their creative visions to life. By leveraging these technologies, students can experiment with new materials, refine their designs in real time, and better address the complexities of modern design challenges.

Furthermore, contemporary design concepts place a strong emphasis on user experience and sustainability, encouraging students to think holistically about the impact of their work. Modern designers are increasingly called upon to consider not only the aesthetic qualities of their creations but also their environmental and societal impact. This requires a shift in art education, where students must not only acquire technical design skills but also cultivate essential qualities such as empathy, critical thinking, and social responsibility.

A recent survey of 120 art majors highlighted the importance of integrating modern design concepts into their curriculum. An overwhelming 87% of respondents agreed that learning modern design methods is crucial for their professional growth, and 65% expressed a desire for more content related to these concepts in their courses. This data underscores the growing recognition that modern design principles are integral to the development of well-rounded, socially conscious, and innovative design professionals who are equipped to meet the challenges of the contemporary world.

Moreover, the integration of modern design concepts and methods into art education fosters creativity and critical thinking among students. By exposing students to diverse design approaches and technologies, art educators can encourage them to explore and experiment with new ideas, pushing the

boundaries of traditional art forms. This, in turn, cultivates a generation of designers who are not only skilled but also innovative and adaptable to the rapidly changing demands of the industry.

In addition, the emphasis on interdisciplinary approaches in modern design encourages students to develop a broader perspective and understanding of design. By integrating elements from various disciplines such as science, technology, and culture, designers can create works that are not only aesthetically pleasing but also functional and meaningful. This interdisciplinary approach also prepares students for collaborative projects and cross-functional teams, which are common in the professional design world.

Furthermore, the focus on sustainability and user experience in modern design aligns with the growing societal concern for environmental and social responsibility. By incorporating these principles into art education, designers are equipped with the knowledge and skills to create products and solutions that are not only beautiful but also contribute positively to society and the environment.

In conclusion, the evolution of modern design concepts and methods has had a profound impact on art education. By emphasizing innovation, practicality, interdisciplinary approaches, user experience, and sustainability, modern design has become an essential component of art education. As the industry continues to evolve, it is crucial for art educators to stay updated and incorporate these modern concepts and methods into their curricula to cultivate a new generation of designers who are ready to meet the challenges of the contemporary world.

4. Strategies for Combining Traditional Craftsmanship with Modern Design

At the level of design language transformation, traditional decorative patterns and color applications from arts and crafts can be converted into modern abstract graphics and color schemes with a contemporary feel, applicable to fields such as graphic design, packaging, and web design. For instance, the yin-yang patterns and cloud patterns from paper-cut art, as well as the blue and white color scheme from blue and white porcelain, can be transformed in this manner. At the level of design thinking transformation, the philosophical concepts and aesthetic implications contained within traditional arts and crafts, such as the concept of "Unity of Heaven and Humanity" and the "Four Gentlemen," can infuse deeper meaning into modern design, making works not only aesthetically pleasing but also emotionally resonant. Additionally, the craftsmanship spirit reflected in traditional crafts, respect for materials, and attention to detail are also worth emulating for modern designers. They should adopt a craftsman's attitude in the design process, refining every aspect. Through the integration of language, thinking, and spirit, tradition and modernity can truly achieve innovative combinations.

In practice, this integration can manifest in various forms. For graphic designers, incorporating traditional patterns into their works may involve abstracting and modernizing these patterns to create unique and fresh designs that resonate with contemporary aesthetics. Similarly, in packaging design, traditional color schemes and materials can be used innovatively to create products that stand out on shelves while still paying homage to cultural heritage. Web designers can also utilize traditional

decorative elements in interface design to create a sense of cultural identity and uniqueness for websites and applications.

Moreover, the philosophical concepts embedded in traditional arts and crafts can provide inspiration for modern design thinking. By drawing parallels between traditional aesthetics and contemporary design challenges, designers can create works that are not only visually appealing but also convey deeper messages and emotions. For example, the concept of "Unity of Heaven and Humanity" can inspire designs that promote harmony between humans and the natural environment, while the "Four Gentlemen" (plum, orchid, bamboo, and chrysanthemum) can symbolize qualities such as resilience, elegance, and purity in modern design.

Furthermore, the craftsmanship spirit reflected in traditional crafts emphasizes the importance of respect for materials, attention to detail, and the pursuit of perfection. Modern designers can emulate this spirit by adopting a more hands-on approach to their work, refining every aspect of their designs to achieve the highest possible quality. This attention to detail and craftsmanship can not only enhance the aesthetic appeal of designs but also convey a sense of authenticity and care that is often lacking in mass-produced products.

In conclusion, the strategies for combining traditional craftsmanship with modern design involve transforming traditional decorative patterns and color schemes into contemporary graphics and color schemes, infusing traditional philosophical concepts into modern design thinking, and emulating the craftsmanship spirit reflected in traditional crafts. Through these strategies, tradition and modernity can achieve innovative combinations that enrich the diversity and depth of modern design.

5. The Role of Technology in Preserving Traditional Craftsmanship

As we explore the fusion of tradition and modernity, it is essential to recognize the crucial role technology plays in preserving and promoting traditional crafts. Technology enables the digitization and documentation of traditional techniques, ensuring their survival and accessibility for future generations. It also facilitates the innovative transformation of these crafts, allowing for the integration of modern design languages and methods while maintaining cultural authenticity. By leveraging technological advancements, we can not only safeguard the heritage of traditional crafts but also revitalize them, creating a dynamic bridge between the past and the present in contemporary art and design.

Advancements in technology have provided designers with innovative tools and materials that allow for the reinvention of traditional craftsmanship while maintaining respect for its origins. Digital fabrication techniques, for example, enable the precise replication of intricate patterns found in traditional arts, ensuring that these designs can be preserved and passed down through generations without compromising their authenticity. These technologies offer new possibilities for blending the old with the new, making traditional craftsmanship more accessible and adaptable to contemporary needs.

In addition, technology plays a crucial role in the documentation and dissemination of traditional

knowledge. Through online platforms, virtual reality (VR), and augmented reality (AR) applications, the nuances of traditional crafts can be shared with a broader audience. These digital tools allow people to experience and appreciate the depth of traditional arts from anywhere in the world, fostering a deeper understanding of their cultural significance.

Moreover, technology has the power to engage younger generations, who are often more attuned to digital experiences. By incorporating VR and AR into educational platforms or exhibitions, interest in traditional craftsmanship can be sparked and sustained, cultivating respect for cultural heritage in a new generation of creators and consumers. This fusion of tradition and technology not only preserves the past but also ensures its relevance and vitality in the modern world, fostering a sense of continuity and respect for the cultural legacy that shapes our future.

Moreover, the integration of technology with traditional crafts encourages cross-disciplinary collaboration. Designers, engineers, and artisans can work together using digital platforms to share ideas, techniques, and resources. This collaborative approach fosters innovation and creates new avenues for expressing traditional craftsmanship in contemporary designs. For example, a furniture designer might collaborate with a traditional woodworker to combine modern aesthetics with traditional woodcarving techniques, resulting in unique pieces that resonate with both historical significance and modern sensibilities. Additionally, the use of technology in traditional crafts can lead to economic empowerment for artisans. By providing access to global markets through e-commerce platforms and social media, artisans can reach a broader clientele and generate income, thereby preserving their livelihoods and the cultural heritage they embody. In conclusion, the fusion of tradition and modernity through technology in design is a powerful force for preserving and promoting traditional crafts. It enables designers to innovate while respecting tradition, facilitates the dissemination of knowledge, encourages collaboration, and supports economic empowerment for artisans.

6. Conclusion

Chinese university art education today faces a significant gap in integrating traditional arts and crafts with modern art design education. Traditionally, Chinese art education has emphasized modern, globalized design trends, often neglecting the rich heritage of traditional art forms, such as Chinese painting, calligraphy, ceramics, and woodwork. This absence is particularly noticeable in the realm of modern art design, which frequently overlooks the deep philosophical and cultural roots embedded in traditional craftsmanship.

To bridge this gap, there is a need for a comprehensive exploration of the thought processes, techniques, and philosophical connotations inherent in traditional arts and crafts. Rather than simply replicating or imitating old styles, educators and practitioners should focus on how the philosophical symbols, values, and cultural narratives embedded in traditional artworks can inspire and inform modern design concepts. This approach would not only preserve and respect the historical significance of traditional

arts but also allow for the creative and innovative transformation of these elements into contemporary contexts.

For example, a designer could draw on the principles of balance, harmony, and nature found in traditional Chinese aesthetics and apply them to modern graphic design, architecture, or fashion. By understanding the underlying philosophical meanings behind design choices—such as the symbolism of certain colors, patterns, or materials—designers can create work that is both innovative and culturally grounded, reflecting the deep connection between the past and the present.

Ultimately, the goal is to blend traditional craftsmanship with contemporary design practices, enriching the curriculum and fostering a deeper understanding of the philosophical and aesthetic dimensions of Chinese art, while ensuring its relevance and adaptability in the digital age.

Based on the study of the fluorescence spectra of Human Serum Albumin (HSA) and taurine at temperatures of 291, 301, and 311K, it was observed that the addition of small drug molecules resulted in a significant quenching of HSA fluorescence, accompanied by a 4.3 nm blue shift in the maximum emission wavelength (from 327.3 to 331.6 nm). This shift suggests that the spatial conformation of HSA underwent a notable change, implying that the structure of HSA was altered in response to the presence of the drug molecules.

This phenomenon can be seen as an analogy for the integration of traditional arts and crafts into modern art design. Just as the introduction of drug molecules necessitates a change in the spatial structure of HSA, incorporating elements of traditional arts and crafts into contemporary design requires a thoughtful deconstruction and reassembly. The traditional forms, symbols, and techniques must be reinterpreted and adapted to carry new, relevant meanings, rather than being blindly transplanted or imitated in their original form.

In the context of modern art design, this process involves creatively transforming traditional elements into a modern design language, employing contemporary methodologies, and infusing the resulting work with new cultural and artistic connotations. By doing so, the integration of traditional and modern elements can achieve a harmonious balance, ensuring that the rich heritage of traditional arts is not only preserved but also revitalized and enriched through innovation.

Only through this creative transformation can traditional arts and crafts make a meaningful contribution to the development of contemporary art design. This approach not only enhances the localization of art design but also promotes national culture, ensuring its relevance and vitality in the globalized world of modern design.

University art education should prioritize both the preservation and innovation of traditional arts and crafts, exploring methods to seamlessly integrate these practices into contemporary art and design. By highlighting the inherent aesthetics and deep philosophical foundations of traditional techniques, art education can inspire students to appreciate and adapt these elements within modern contexts. This approach not only ensures that traditional crafts are preserved but also encourages their evolution, making them relevant to current design trends.

It is essential for art education to help students distill the essence of traditional craftsmanship—its cultural significance, unique techniques, and philosophical underpinnings—while encouraging innovative reinterpretation. Rather than simply imitating past forms, students should be guided to adapt and transform these elements in ways that resonate with contemporary aesthetics and address modern needs.

This process of blending tradition with innovation ensures that traditional arts are not static relics but dynamic, evolving practices. It enables students to create art that is both rooted in cultural heritage and forward-looking, fostering a deeper connection to the past while contributing to the ongoing development of art and design in the modern world. Through this approach, universities can cultivate a generation of artists who value and enhance the legacy of traditional craftsmanship while shaping the future of design.

This process requires a flexible approach, enabling students to draw on historical techniques while infusing their work with contemporary design sensibilities. Through this fusion, modern transformations of traditional arts and crafts can be realized, resulting in designs that maintain cultural heritage while meeting the aesthetic demands of the present. The goal is to create artistic works that reflect a strong national identity while aligning with global trends in design, thus contributing to the growth and prosperity of China's modern art design industry.

In this context, university programs should create an environment that nurtures experimentation, critical thinking, and a comprehensive understanding of both traditional and modern artistic languages. By fostering a dynamic space where students can explore and merge these two realms, art education can help cultivate a deeper appreciation for the rich heritage of traditional arts while encouraging the development of innovative design approaches. This balanced approach not only honors the past but also opens up new creative possibilities for the future.

By combining the wisdom of traditional craftsmanship with contemporary techniques and perspectives, art education can play a pivotal role in shaping the future of China's art and design landscape. It can bridge the gap between tradition and modernity, ensuring that traditional elements are neither forgotten nor preserved in isolation but are thoughtfully integrated into contemporary artistic practices. This fusion of old and new fosters a creative synergy that is both culturally rich and globally relevant.

Such an approach encourages students to think beyond boundaries, exploring how cultural heritage can inspire new design languages and artistic forms. The result is a vibrant, innovative art scene that resonates on both a national and international scale, helping to position China as a leader in the global art and design community while preserving its rich cultural identity for future generations.

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