

# ***Raising the Quality of Innovation and Entrepreneurship of Fine Arts in Undergraduate Colleges***

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**Abstract:** The popularization of undergraduate education is an inevitable requirement of social development, and it is also an important way to achieve the individual development needs of students. The innovation and entrepreneurship education of fine arts as the basic content in innovative education plays an important role in the overall quality of students and the development of teaching diversity. The development of innovation and entrepreneurship education in fine arts is affected by factors such as social environment, natural conditions, and economic development. There are many problems such as the backwardness of art education concepts, lack of professional teachers, and lack of art resources. Therefore, it is necessary to clarify the development goals of innovation and entrepreneurship education in the arts, increase the degree of attention and supervision of government departments, create a good art teaching environment and atmosphere, innovate teaching methods, improve the teaching evaluation system, and change the guidance of innovation and entrepreneurship education in undergraduate colleges. Through ideological and other approaches, the quality and efficiency of innovation and entrepreneurship teaching in fine arts are effectively improved, and more comprehensive talents with innovative spirit are cultivated for economic development.

## **1. Introduction**

With the development of society and the advancement of science and technology, the demand for high-quality talents in society has become increasingly strong. Modern science and technology integration, requires exploration, understanding and use of science and technology round development of people. In the 21st century, various branches of science and branches at all levels are continuously intersected and accelerated .Natural science and social sciences are further integrated. Science and technology are interdependent and integrated. There is a major interaction between science and society. As our country's education is an exam-oriented education, we have

divided the arts and sciences in middle school, and the arts, music, and other courses have been called “adjuncts”, and the amount of class time has been reduced to a small amount. In small and medium-sized cities and even rural areas, the economic and cultural foundations are relatively weak. The shortage of social art education resources, such as art galleries, exhibition halls, and memorial halls, makes the quality education of fine arts far from the requirements of comprehensive development. Because of the specialization of undergraduate colleges, college students are restricted to specific fields because of different disciplines, and their knowledge is limited to a very narrow range. However, undergraduate colleges are basically the last stop for a person systematically accepting art quality education.

## **2. The Popular Connotation of Higher Education Colleges**

The popularization of higher education in undergraduate colleges and universities is a new direction proposed by our country in the reform of higher education in the new era. At the same time, the popularization of higher education is an effective unity of quantity and quality. Among them, the number of young people of school age who have received higher education must reach 15% to 50%; the concept of quality education concept of higher education, educational function and diversify education model, set it in the curriculum, teaching management methods should be combined with the development of society.

The concept of popularization of undergraduate colleges advocates people's acceptance of higher education from a sense of rights to a sense of obligation. In terms of function, higher education is mainly aimed at improving people's abilities and qualities, and then satisfying people's adaptability to changes in society. In the setting of curriculum and teaching forms, popular education is more easily accepted by students and the relationship between teachers and students is more harmonious. Under the background of the new period, the growth pattern of the social economy is shifting from extensive to intensive, requiring a large number of talents with high production capacity, managerial ability, and service ability. The elite education model cannot meet the needs of the training of talents and talents. Social development needs. And under the social background of the economic era, the demand for talents who master modern information technology and modern ideological consciousness can only be completed by higher education institutions. Therefore, colleges popular development is the inevitable requirement of social development, but also the realization of students' personal development needs to re-route.

## **3. Problems in Innovation Education of Fine Arts at Undergraduate Colleges**

Under the background of the popularization of higher education, the development of art innovation and entrepreneurship education plays an important role in the improvement of students' ability and social economic progress. Under the background of popular education, regional art innovation and entrepreneurship education is faced with many problems and challenges, including many factors such as society, universities, teachers, and students, mainly in the following aspects.

### **3.1. Innovative Educational Philosophy Lag**

Teaching methods and teaching philosophy of art teaching entrepreneurship Innovation traditional areas lag too, can not effectively stimulate student initiative and interest in learning the art of learning. In the traditional art teaching process, the teacher is the main teaching subject, and the students are in the position of passive knowledge acceptance. In the art teaching, the teachers

neglect to cultivate the students' comprehensive ability, so the lack of effectiveness in teaching activities and teaching modes Innovation.

### **3.2. In the Background of Popular Education, the Curriculum Integration Ability of Schools in Regional Art Innovation and Entrepreneurship Education Is Insufficient**

Universities not in education programs developed in-depth and meticulous study of the way art innovation and entrepreneurship education has not brought about substantial changes to students of fine arts study, leading to the development of innovation and entrepreneurship education Art College in more slowly. At the present stage, colleges and universities in the art innovation and entrepreneurship education account for a relatively small proportion of college teaching hours, and mainly in the form of public courses and elective courses, students learn less art knowledge and practice time, so the improvement of art ability is more slow. Colleges and universities have a weak awareness of the extra-curricular activities of the arts. They do not make full use of the cultural atmosphere and practical activities to stimulate students' interest and enthusiasm for fine arts learning.

### **3.3. Art Innovation and Entrepreneurship Education Teaching Basic Condition after the fall**

Important factors for the development of art innovation, entrepreneurship education. Art education, as a kind of cultural education, has diverse and extensive educational content and relatively high requirements for teaching resources and teaching environment. However, at this stage the construction of universities and colleges has paid less attention to fine arts teaching resources and classrooms dedicated to fine arts teaching, and art is particularly marginal in the evaluation of professional titles. This has negatively affected the subjective initiative and work enthusiasm of art teachers. Finally, the development of art innovation and entrepreneurship education requires a large number of high-quality art teachers, but the current professional quality and teaching ability of art teachers will directly limit the development of art education. Art teachers must not only possess professional capabilities but also have the ability to teach.

### **3.4. Data Association Algorithm**

The key problem in the realization of multi-target tracking is how to carry out effective data association. So, in order to clarify the relationship between art innovation education and educational philosophy, curriculum integration ability and basic teaching conditions, this paper uses correlation algorithms to calculate.

#### **(1) Nearest neighbor algorithm**

Refers to the statistically significant distance between the observation point and the predicted position of the tracked target. The core calculation formula of the algorithm is as follows:

$$c^2(v(j)) = [v(j) - \hat{v}(j|j-1)]R^{-1}(j)[v(j) - \hat{v}(j|j-1)] \quad (1)$$

#### **(2) Probabilistic data association**

All the effective measurements in the correlation gate are used to obtain possible posterior information, and the probability data weighting coefficient of each effective measurement and its weighted sum are obtained according to the relevant calculation formula.

Assuming that all the measurement data obtained by the sensor from the first to the first scan are

known, and in the first scan,  $i$  measurement data  $(1, 2, \dots, n_1)$  is the probability of a valid measurement, which is called the correct correlation probability, expressed by  $W_i(1)$ , and the calculation formula is as follows:

$$W_i(l) = W\{\beta_i(l) / Q_l\} \quad (2)$$

In the formula,  $\beta_i(1)$  indicates that the 1 to  $n_1$  measurement data of the first scan are all valid measurement events;  $Q_l$  indicates the set of all the effective measurements obtained from the first to the first scan of the sensor

#### 4. Construction of Undergraduate Art Innovation and Entrepreneurship Elective Courses

The establishment of the course for the establishment of undergraduate arts innovation and entrepreneurship elective courses should pay attention to quality education is universal education, should choose a strong knowledge, cover a wide range, focus on understanding, can stimulate learning interest in the curriculum. The difficulty should not be too great, and the professionalism should not be too strong. To reflect the characteristics of a large number of categories, broad but not special, but not deep. Should pay attention to the control of students' curriculum burden, work hard on the overall optimization, and under the premise of establishing the content of high points of view, pay attention to the universality of knowledge dissemination. Teaching methods should be diversified, providing a variety of selective and give students greater freedom, leaving space and room for thinking and learning allow students to choose according to their own circumstances, to improve the quality of art in the process of self-learning. Mainly through the right approach, deep induced to provide students with a more comprehensive and systematic understanding of knowledge and grasp of the art aesthetic theory.

Courses can be divided into the following categories: art history, appreciation and skills learning. The history of art is an important way to explore the identity of ethnic cultures, which helps to understand human history and promote social progress. Creation of art history courses is to enable students to master the basic art world and art development of China's clear outline for students through the objective facts of the artwork to explore, understand the importance of artistic production, art and culture in the process of human civilization. The opening of art history courses can be divided into two categories: an introductory art history, which is taught in chronological order: a topical lecture, which assesses art works according to style, important artistic concepts, or typical artistic issues. Can be set up "a brief history of Western art", "a brief history of Chinese art", "a brief history of art and craft" and so on. Courses should be noted that the systematic and fundamental, it should be noted that universal education for non-art art history majors offered.

Appreciation courses offered aim is to improve the students' appreciation for art, it is through the good works of art appreciation and visual experience, to feel the joy of students and their active participation, to deepen students' understanding of art, enlightenment, and infection Nurture, in order to enhance the aesthetic taste, build a perfect aesthetic psychological structure. Can courses such as "Chinese painting Appreciation", "calligraphy Famous reward analysis", "Art Deco", "Western art appreciation", "aesthetics", "Chinese Folk Art Appreciation" and so on.

Skill learning courses is to enable students to learn through a certain class, a certain grasp of basic art skills to enable students to demonstrate their learning in courses, inspire creativity. You can create techniques such as "Freehand Brushwork Techniques", "Meticulous Flowers and Birds Painting Techniques", "Landscape Painting Techniques", "Watercolor", "Oil Painting", "Calligraphy", "Decorative Painting", "Sculpture", "Photography" and "Logo Design" Wait.

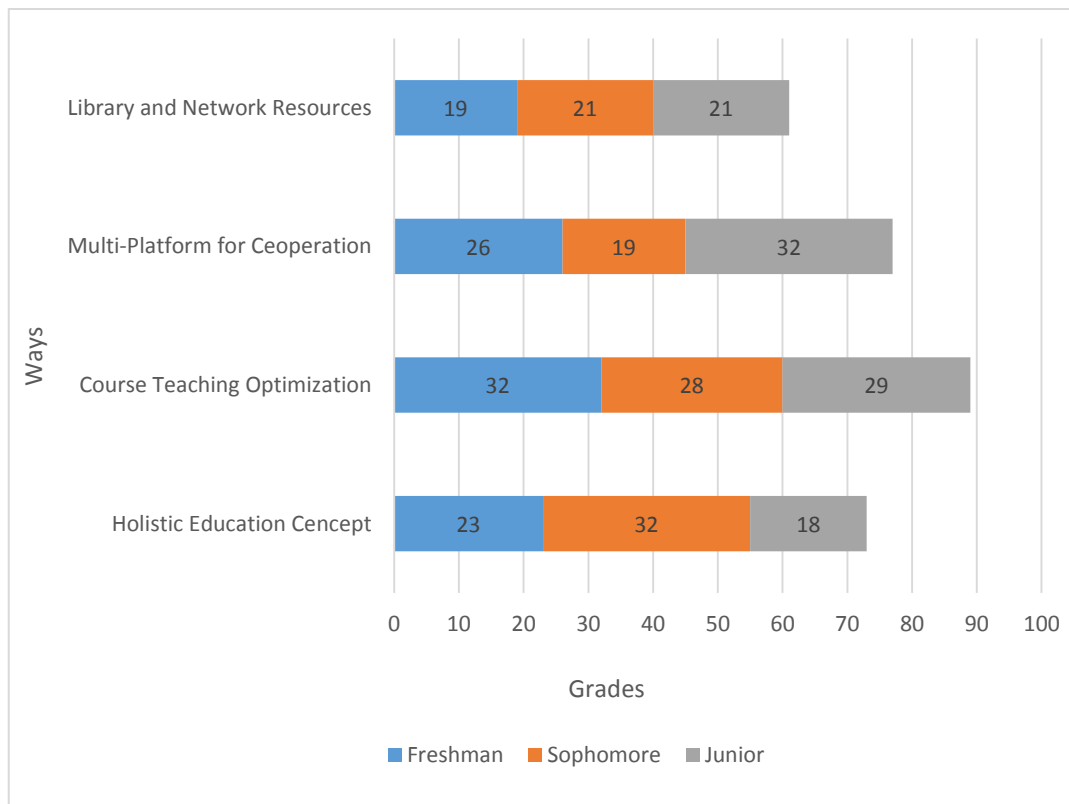
## 5. Exploration of the Way to Cultivate the Quality of Innovation and Entrepreneurship of Undergraduate Colleges

In order to broaden the ways of undergraduate art innovation and entrepreneurship, this article selected 300 freshman and sophomore art majors to conduct a corresponding questionnaire survey. The survey results are as follows:

In the ways to improve the quality of innovation and entrepreneurship, freshmen believe that curriculum optimization is the most important, while second-year students believe that comprehensive education is the most important, and third-year students believe that multi-platform design can work best. As shown in Table 1:

*Table 1. Undergraduates' views on the importance of innovation and entrepreneurship*

	Freshman	Sophomore	Junior
Holistic Education Concept	23	32	18
Course Teaching Optimization	32	28	29
Multi-Platform for Cooperation	26	19	32
Library and Network Resources	19	21	21



*Figure 1. Undergraduates' views on the importance of innovation and entrepreneurship*

We can conclude that students attach course teaching optimization into importance from figure 1. Besides, the construction of multi-platform is also very important for cultivate the quality of innovation and entrepreneurship. The detail as follows:

### **5.1. The Introduction of the Concept of "Holistic Education"**

"Total education" means to cultivate students as the "full person" of "knowledge," "skills," "integrity," "morality," and "rationality and sensibility." This teaching method must be taught in accordance with its aptitude, starting from the characteristics of the students, after rigorous and systematic analysis of students' qualities, abilities, advantages and disadvantages, and development needs, formulate a corresponding training plan to maximally train the students into quality and comprehensive talents. . The program attaches great importance to the transfer of knowledge and skills. It also attaches importance to the cultivation of students' personalities and qualities such as risk-taking, innovation, and independent thinking. It allows students to experience creativity and hands-on innovation, and eventually develop students into creative talents. This is the social and national requirement for high-quality innovative and entrepreneurial talents. It is also the fundamental difference between the cultivation of innovation and entrepreneurial talents in undergraduate colleges and the purely applied innovation and entrepreneurship training model for vocational colleges .

### **5.2. Course Teaching Optimization**

The opening of the course should pay attention to quality education is universal education , should choose a strong knowledge, covering a wide range, focusing on understanding, can stimulate learning interest in the curriculum. The difficulty should not be too great , and the professionalism should not be too strong. To reflect the characteristics of a large number of categories, broad but not special, but not deep. Should pay attention to the control of students' curriculum burden , work hard on the overall optimization, and under the premise of establishing the content of high points of view , pay attention to the universality of knowledge dissemination. Teaching methods should be diversified, providing a variety of selective and give students greater freedom, leaving space and room for thinking and learning allow students to choose according to their own circumstances, to improve the quality of art in the process of self-learning. Mainly through the right approach, deep induced to provide students with a more comprehensive and systematic understanding of knowledge and grasp of the art aesthetic theory.

### **5.3. Multi-platform Training of College Students' Cooperative Ability**

Through the formation of innovative entrepreneurial student societies or communication platforms (such as creating coffee or salon), different professionals with entrepreneurial dreams come together, communicate and discuss, build strong teams, and let them put common entrepreneurial dreams into consideration. Implementation, complementary advantages, improve innovation and entrepreneurship. Organize some art exhibition, exhibition may be the school teachers and students, and can also organize a number of invitational exhibition, which is to expand their horizons, stimulate enthusiasm for learning has a significant role.



#### 5.4. Strengthen the University Library and Network Resources Training Function of Art Quality Education

The library of colleges and universities plays an important role in the development of college students' quality. Scientific and rational use of resources of the library, the books and journals through the medium of fine arts, art strengthen the quality of education. University network education develops rapidly. This new form of education has formed a certain scale. Art quality education can make full use of multimedia teaching resources and increase the quality of art education. We must pay attention to the design of web pages, the construction of art websites, and the development of multimedia courseware for fine arts.

#### 6. Conclusion

The cultivation of students in fine arts at a comprehensive university should make timely adjustments based on development and changes, give full play to the advantages of fine arts, and at the same time integrate various supports from schools, society, and families to improve the quality of students. In the current thriving cultural and creative industries, we must strengthen the reform of the all-round training model for students, cultivate students' actual entrepreneurial abilities through various ways of innovation and entrepreneurship, and enable students to start their own businesses while studying, and to truly innovate and start their own businesses. The concept runs through the student's thinking, truly solves the thorny problem of student employment difficulties, and enhances the students' ability and the quality of the school's education.

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#### Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

#### Conflict of Interest

The author states that this article has no conflict of interest.

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