

Innovation and Entrepreneurship Education in the Integration of Costume and Costume Design Professional Education

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Abstract: Innovation and entrepreneurship education is a hot topic of concern for a long time and it has always attracted the attention of people from all walks of life. With the transformation of economic situation and the increasing pressure on employment in society, innovation and entrepreneurship have gradually become an important development direction in the field of higher education. However, the innovation and entrepreneurship courses currently promoted by colleges and universities are generally superficial. For example, inviting business people to conduct innovation and entrepreneurship lectures, lack of pure theoretical teaching of the ability to practice on the ground, and the development of humanistic qualities such as elective courses, such as “amateur education”, have led to The reason why innovation and entrepreneurship education is thunderous and rainy is that the deep-seated reason is that innovation and entrepreneurship education is out of step with professional training and cannot be matched with the training program for applied talents in universities. Therefore, this article seeks the point of integration of apparel commodity planning courses and innovation and entrepreneurship education. Relying on the attributes of professional courses, training innovative and entrepreneurial professional talents is a feasible way of innovation and entrepreneurship.

1. Introduction

Clothing and apparel specialty is a very practical subject, requiring students to have a certain degree of creative ability and creative thinking, but also have a certain professional skills in garment design. However, there are still some problems in the practical teaching of our school's costume design professional studio, which needs to be further improved. With the continuous deepening of innovation and entrepreneurship, clothing and apparel professionals have found a new direction. Based on this, it is of vital importance to explore how to integrate innovation and entrepreneurship

education into the professional education of apparel and apparel design so as to cultivate corresponding talents. How to strengthen the research and application of traditional costume culture in education and education, and integrate innovation and entrepreneurial elements, so that the costume design has certain characteristics and characteristics are also different. This article enriches and refines the existing curriculum system and assessment system by integrating the innovation and entrepreneurship spirit with knowledge into the costume product planning curriculum, so as to improve students' interest and enthusiasm, and enhance students' entrepreneurial awareness, innovative spirit, and creative ability. The foundation for certain innovative and entrepreneurial professional talents for economic development in China is laid.

2. The Main Problems in the Reform of Apparel Product Planning under the Perspective of "Double Creation"

Apparel goods planning is an important content of modern brand apparel companies to enhance their competitiveness. From the perspective of market and industry environment, apparel brands have no plan, no system, no standards, no scientific and rational goals, and they simply fight for luck in the market competition. , fight prices, fight shop, fight experience, gradually turning to scientific product planning for brand operation and management. The “Apparel Product Planning” course was born under such a background. The teaching emphasized the students’ overall abilities of market research, brand positioning and planning, product development and design, product marketing and management, etc., in line with the systematic innovation and entrepreneurship education. The core requirements for innovation and development are the basic conditions for innovation and entrepreneurship-oriented curriculum reform. Analyze the current problems in the teaching of Apparel Product Planning, and carry out the curriculum reform and construction in a targeted manner. This can not only enable students to enhance the mastery of their professional skills, but also implement quality education for innovation and entrepreneurship.

3. The Characteristics of the Garment Design under the Post-Modern Trend

In the late 1960s, the Western world entered the post-modern period, and post-modern design has also become one of the main trends in design. The two main characteristics of the postmodern dress design trend require the designer to have a certain knowledge of dress history. These two features are:

Deconstruction. One of the deconstruction of costume design is the deconstruction of the costume tradition. This deconstruction is mainly reflected in the subversion of traditional clothing in style. The objects of subversion of post-modern fashion design include various clothing styles in the past. If we do not understand the past styles, how will it be subverted? Therefore, in contemporary society, the pursuit of post-modern fashion design, without understanding the history of clothing is impossible.

Style generalization. The generalization of style refers to the detachability and depth of style, that is, style can be like this. One of the characteristics of the costumes of its design is reflected in the synthesis of the different styles of historical periods and schools to form a strange new style that blurs the boundaries between the various styles, essentially causing the style to be blurred and missing. . To adopt this approach, designers must be familiar with the style and genre of each period of history, so as to be free from the various styles and freely create works that conform to the style's generalization characteristics.

The post-modern design style coexists with other various styles, but it is a design trend that has a significant impact at present. Costume designers cannot understand the history of apparel in this

trend, and it is difficult to get to the forefront of fashion.

4. The Need to Implement Education Reform

The need of market economy development. In the 21st century, international competition has become increasingly intensified. China can only increase its ability to cultivate high-quality talent to improve its core competitiveness. For colleges and universities, cultivating and cultivating talents with innovative spirits, entrepreneurial abilities and the ability to cope with the challenges of future social development are imperative. At present, China's garment industry lacks innovative talents. Clothing entrepreneurs lack system knowledge and innovation capabilities, and it is imperative to cultivate garment and apparel design professionals with innovative thinking, entrepreneurial spirit, and entrepreneurial ability. Strengthening the innovation and entrepreneurship education for college students to adapt to the market economy's demand for talented people can also play a role in promoting the reform and development of higher education.

The need of college students to achieve self-worth. With the improvement of the level of social productivity and the richness of the material products, the demand for self-realization by college students is getting stronger. The implementation of innovation and entrepreneurship education for college students provides the conditions for meeting this demand. In the process of innovation and entrepreneurship, students can choose to go to the areas where they are good at, and explore and break through innovative ways of thinking. Innovation and entrepreneurship education attaches great importance to cultivating the overall quality and ability of college students, and provides students with sufficient space to display their individuality and potential, so that they can adapt to society as soon as possible so that they can better realize their self-worth and contribute to modernization. .

Ease the pressure on social employment. With the development of society and the upgrading of the economic and industrial structure, the demand for talents in the apparel industry is constantly changing. Uncertain factors affecting the employment of graduates are on the rise. Self-employment has gradually become a new outlet for graduates to achieve employment. Self-employment needs to rely on innovation and entrepreneurship education, so universities should change their concepts, combine professional education with innovation and entrepreneurship education, tap students' innovation potential, and cultivate students' entrepreneurial ability. Encouraging college students to start their own businesses not only saves their existing jobs, but also creates new jobs, fully realizes "employment by entrepreneurship," and eases the pressure of employment on the society.

5. Effective Ways to Carry out Innovation and Entrepreneurship Education for College Students in Apparel and Apparel Design

In colleges and universities, the professional clothing and apparel design must establish and improve the innovation and entrepreneurship education system in order to deepen education and teaching reform and improve the quality of innovation and entrepreneurship training. Taking Guangxi University of Science and Technology as an example, the clothing specialty can start from the following three aspects and establish an innovation and entrepreneurship education system.

Integrate innovation and entrepreneurship education into professional education, and build a "two-sector curriculum" system. Integrate innovation and entrepreneurship education courses with professional curriculum systems. Add three new courses for entrepreneurship, entrepreneurship, clothing and entrepreneurship, and clothing design. The existing professional courses such as schooling, clothing accessories, Guangxi minority costumes, and batik tie-dye are adjusted according to the requirements of innovation and entrepreneurship education.

Introduce innovation and entrepreneurial awareness, reform curriculum teaching methods, integrate innovation and entrepreneurship awareness into professional curriculum teaching, and enable students to use their knowledge and skills to independently develop cultural and creative products or apparel design products so that students in clothing can learn. Each course can be a source of inspiration for new product development. The specific teaching steps are: theoretical explanation - field research - innovation (design concept) - enterprise internship - perfect design - entrepreneurship. Taking the Guangxi ethnic minorities' clothing course as an example, in the teaching of the weekdays, teachers explain theoretical knowledge and lead students to visit minority nationalities in Guangxi and communicate with the inheritors of ethnic minorities, so that students can think about the traditional costumes of Guangxi minority nationalities. Inspiration and integration into costume design practice. In addition, teachers encourage students to participate in various cultural and creative competitions at the provincial, city, departmental, and school levels on a regular basis, allowing students to transform design ideas into physical objects through competitions, and hold science and cultural festivals in schools and Liuzhou City. On the third of the month, the sale of non-heritage cultural activities was conducted. During the summer vacation, students will be assigned to ethnic minority enterprises in ethnic minority areas in Guangxi to practice internships and assist enterprises in innovative apparel design and processing. This enables students to understand the market and improve their own design work. Through the above reforms in teaching methods, students in the clothing and apparel design majors not only learned how to use innovative knowledge and skills to innovate design, but also learned about the operation mode and market demand of the enterprise in the process of internships and research and development of new products. After graduation, innovation and entrepreneurship laid a good foundation for actual combat.

To absorb professional personnel in various sectors of society related to college students' innovation and entrepreneurship, and to build a team of innovation and entrepreneurship tutors for undergraduates. Innovation and entrepreneurship for undergraduates must not only possess innovation and entrepreneurial expertise and professional skills, but also understand the establishment, production, operation, and capital operation of the enterprise. The situation in all aspects. Therefore, the college students' innovation and entrepreneurial mentor team cannot be composed only of university teachers. It must also include successful entrepreneurs, professionals from various sectors such as industry and commerce, taxation, and e-commerce, etc., to educate and guide university students in order to avoid the risks of innovation and entrepreneurship. Only by forming a team of innovative entrepreneurship tutors composed of professionals from all sectors of society related to college students' innovation and entrepreneurship can we provide the basic guarantee for the innovation and entrepreneurship of fashion professional college students.

To adapt to the development of the market economy, promote the cooperation between schools and enterprises, and actively promote enterprises to participate in the training of personnel in colleges and universities, so as to enhance the professional and systematic personnel training. At the same time, colleges and universities can work with companies to establish a "dual-agent" talent training model, make full use of the company's technology and experience, and promote the exchange and interaction of professionals through resource sharing. On the one hand, colleges and universities can arrange for professional teachers to study and communicate with garment companies, learn from advanced production technologies and design experience of enterprises, and provide theoretical basis for personnel training; on the other hand, companies can also send special personnel to study regularly to understand talents. Develop goals and make constructive suggestions. In addition, colleges and universities can also actively promote the integration of school-enterprise culture, improve the cooperation mechanism of school-enterprise cooperation, and formulate talent training programs according to the needs of enterprises, thereby enhancing graduates' professional

ability and comprehensive quality, and achieving high-quality employment and entrepreneurship for graduates.

Colleges and universities should use the relevant preferential policies to do a good job of consulting, coordinating and all kinds of related services, to establish a good environment for students to socialize innovation and entrepreneurship education. Establish an effective communication and coordination mechanism between the government, universities and society, and create a three-party linkage information-based teaching platform. We will vigorously develop social support and build a social support system for college students' innovation and entrepreneurship education so that more students will become beneficiaries of innovation and entrepreneurship education.

6. Investigation on the Ways of Students' Acquisition of Entrepreneurship Knowledge

This article uses a questionnaire survey, taking 200 students majoring in fashion design in a domestic university as the survey subjects, and investigates the sources of their own entrepreneurial knowledge related to their majors. After the questionnaire survey is over, analyze and process the data. The formulas used in data processing are:

$$(a \pm b)^2 = a^2 \pm 2ab + b^2 \tag{1}$$

$$\max = \sum_{i=1}^T \text{LecM}(d_i, n_i) \tag{2}$$

Table 1. Ways for students to acquire entrepreneurial knowledge

Acquisition path	Number of people	Percentage
Classroom teaching	61	30.5%
Web articles	79	39.5%
Movie video	43	21.5%
Others told	17	8.5%

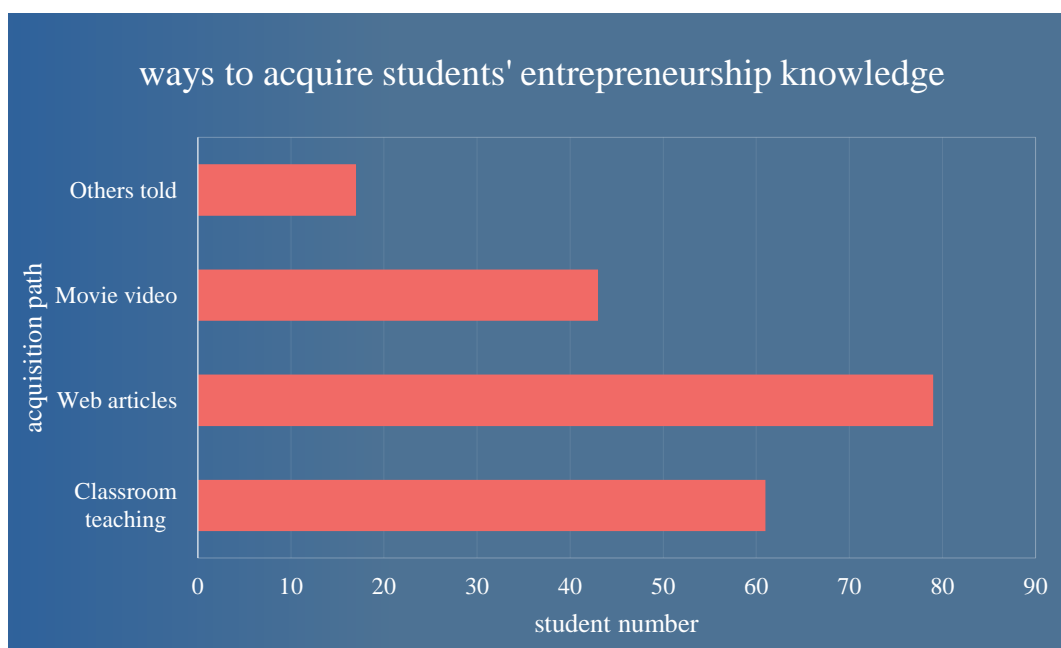


Figure 1. Ways for students to acquire entrepreneurial knowledge

According to Table 1 and Figure 1, we conducted a survey on the ways of acquiring entrepreneurial knowledge among 200 fashion design students, and 61 of them acquired entrepreneurial knowledge through classroom teaching, accounting for 30.5%. 79 people obtained entrepreneurial knowledge through online articles, accounting for 39.5%. 43 people obtained entrepreneurial knowledge through movies and videos, accounting for 21.5%. 17 people obtained entrepreneurial knowledge through other people's notifications, accounting for 8.5%. It can be clearly seen that the main way for students to acquire entrepreneurial knowledge comes from online articles, which shows that students have a higher entrepreneurial enthusiasm. Therefore, the school should strengthen the construction of the innovation and entrepreneurship education system to teach students more entrepreneurial knowledge in the field of clothing design.

7. Conclusion

At present, the construction and development of the studio-based teaching model of fashion design in vocational colleges is still relatively weak. There are still some problems to be solved. The integration of the studio-based teaching model into innovation and entrepreneurship education requires the concerted efforts of governments, society, enterprises, and schools to build a virtuous circle of win-win outcomes in which colleges and universities give out resources, the government gives out policies, and companies outsource projects that are mutually supportive and interdependent. Models, build innovative entrepreneurial platforms for students. Apparel and apparel design majors are application-oriented professions that closely follow fashion trends. Colleges and universities should integrate entrepreneurial projects and entrepreneurial practices into professional education of apparel and apparel design, establish innovation and entrepreneurship education systems for university students, integrate social resources, and build innovation and entrepreneurship practice platforms. Talents with innovative ideas and entrepreneurial awareness.

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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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