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Resource Status and Phenotypic Characteristics of Wild *Dendrobium officinale* in Guizhou

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Abstract: *Dendrobium officinale* is a traditional Chinese medicinal herb, naturally distributed in provinces south of the Yangtze River. Guizhou, as the main natural distribution area and suitable growing area, is rich in wild resources. It is necessary to select excellent germplasm types suitable for industrial development to serve the high-quality development of local dendrobium industry.

Keywords: Resource type; Wild resources; Phenotypic characteristics; *Tin caulis dendrobii*

0. INTRODUCTION

Dendrobium officinale, a plant of the genus *Dendrobium* of Orchidaceae, is a medicine-food homologous plant, which can be used as nutrition and health care products for a long time and has the effect of enhancing physical fitness [1-3]. Wild *Dendrobium officinale* is born on semi-humid rocks and Treetop in mountainous areas between 100 and 3000m above sea level. It prefers warm and humid climate and semi-humid environment, but is not cold tolerant [4]. the special growth environment and reproduction of wild *Dendrobium caulis* are extremely difficult [5-6]. In addition, due to its high economic value, long-term unrestricted mining and unreasonable development and utilization lead to rare and endangered.

Guizhou is a suitable and main cultivation area for *Dendrobium officinale*. It is of great scientific and practical significance to understand the current situation and biological characteristics of wild resources for the protection, development and utilization of resources.

1. BIOLOGICAL CHARACTERISTICS OF *DENDROBIUM OFFICINALE*

Dendrobium officinale is an epiphytic orchid plant. Stems erect, cylindrical, 9 cm ~ 35 cm long, 2 mm ~ 5 mm thick, unbranched, multi-segmented, internode length 1.3 cm ~ 1.7 cm, brown surface when old, new plants with purple patches on the surface, often in the middle of the other 3 ~ 5 leaves; Leaves disticular, papery, oblong-lanceolate, 3 to 4 (~ 7) cm long, 9 to 11 (~ 15) mm wide, apex obtuse and more or less hooked, base extending below into a sheath with an oblong stem, margin and middle ribs often lilac; Leaf sheath often purplish, when old its upper margin and stem loose and open, and with nodes leaving a ring of iron green gap. Racemes usually from upper part of old stems with leaves dropped, with 2 to 3 flowers; Inflorescence stalk 5 mm ~ 10 mm long, base with 2 ~ 3 short sheaths; Inflorescence axis fold curved, 2 cm ~ 4 cm long; Bracts dry membranous, pale white, ovate, 5 mm to 7 mm long, apex slightly obtuse; Pedicel and ovary 2 cm

to 2.5 cm long; Sepals and petals yellowish green, subsimilar, oblong-lanceolate, ca. 1.8 cm long, 4 mm to 5 mm wide, apex acute, with 5 veins; Lateral sepals broad at base, ca. 1 cm wide; Calyx sacs conical, ca. 5 mm long, terminal rounded; Labellum white, base with a green or yellow corpus callosum, ovate-lanceolate, slightly shorter than sepals, central reflexed, apex acute, undivided or inconspicuous 3-lobed, both sides with purplish red stripes below middle, margin more or less undulating; Labial disc densely papillomatous hairs, and above the middle with a purplish red patch; Pillar yellow-green, about 3 mm long, apex with a purple spot on both sides; Pistil column foot yellow-green with purplish red stripes, sparsely hairy; Cap white, oval triangular, ca. 2.3 mm long, apical subacute and 2-lobed. Flowering period from March to June. Mainly distributed in Zhejiang, Yunnan, Guizhou, Guangdong, Guangxi and Fujian areas. Note: Source: Flora of China (Vol. 19).

2. NATURAL DISTRIBUTION OF *DENDROBIUM OFFICINALE* IN GUIZHOU

Through field inspection, data review and communication with industry experts, the distribution of *Dendrobium officinale* wild resources is as follows: Yanhe, Dejiang, Jiangkou, Yinjiang, Sinan, Zhengan, Congjiang, Rongjiang, Liping, Dushan, Libo, Luodian, Changshun, Sandu, Anlong, Xingyi, Jinsha, Weining, Xishui, etc in Guizhou.



FIG. 1 Types of wild *Dendrobium officinale* in southern Guizhou, southwestern Guizhou and Fanjingshan

According to the characteristics of the length of stem segments, it can be divided into three types: southwest Guizhou (Anlong-Xingyi), South Guizhou (Luodian, Pingtang, Dushan, Sandu, Libo, Congjiang, Rongjiang, Liping) and Fanjingshan (Yanhe, Dejiang, Jiangkou, Yinjiang, Sinan). Among them, the stem length of the southern Guizhou type can reach 40cm. Fanjingshan type is less than 10cm long; the length of the type in southwest Guizhou is about 15cm, which is the variety type with the largest area on industrial promotion.

3. MORPHOLOGICAL CHARACTERISTICS OF WILD *DENDROBIUM OFFICINALE* TYPES IN SOUTHWEST GUIZHOU

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Ten wild *Dendrobium officinale* plants were collected in the field. the number of stems, number of single stem nodes, stem length, root width and total weight were measured. the results were as follows: the number of stems varied from 5 to 25, with an average of 12.4. According to the number of stems, there were 4 plants with the number of stems ≤ 10 and 6 plants with the number of stems ≥ 10 , indicating that the growth life of wild *Dendrobium officinale* was long and the number of stems was relatively large. Stem length varied from 0.5 to 30.5cm, with an

average of 11.8155cm. the range of stem diameter was 0.2-0.8 cm. the mean value was 0.5418cm, and the coefficient of variation was 2.2048%. the number of stem nodes ranged from 1 to 20, with an average of 8.4775. the root length varied from 6 to 22cm, with an average of 13.8cm and a coefficient of 2.1125%. Root width ranged from 3 to 22cm, with an average of 9.6cm. the total weight of single cluster varied from 1.27 g to 53.81g, with an average of 32.669g. Only two plants weighed less than 20g, and the other eight plants weighed more than 30g.

Table 1 Main phenotypic characters of wild *Dendrobium officinale*

The eigenvalue	Article number/article	Internodes/number	Stems long/CM	Thick stems/CM	The root of long/CM	Root width/CM	weight/g
Maximum value	25	20	30.5	0.8	22	22	53.81
Minimum value	5	1	0.5	0.2	6	3	1.27
Average value	12.4	8.4775	11.8155	0.5418	13.8	9.6	32.669
Standard deviation	8.2564	7.8151	12.3700	0.2457	6.5327	7.8763	21.5852
Coefficient of variation%	1.5019	1.0848	0.9552	2.2048	2.1125	1.2189	1.5135

4. CONCLUSION

The resource types of wild *Dendrobium officinale* are the result of long-term natural selection under local environmental conditions. Guizhou is rich in wild *Dendrobium officinale* resources. Fully exploiting the excellent characters of wild resources will provide material basis for the high-quality development of the industry.

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Application Of Bim Technology in Cost Control of Civil Engineering

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Abstract: In recent years, the rapid development of our country's construction industry to our country's economic reform made a great contribution, construction itself has the characteristics of low profits, under low profits we need the enterprise to maintain the stable income of the construction personnel well, and can enable enterprise to operate effectively. It is an effective operation mode for enterprises to use BIM technology to effectively control the cost from the perspective of project cost, which can minimize the use of funds to the greatest extent from the source, so as to obtain more profits for enterprises. This paper briefly summarizes the specific characteristics of civil engineering cost control and BIM technology application, discusses the role of BIM technology in civil engineering cost control, and explores the specific application of BIM technology in civil engineering cost.

Keywords: BIM technology; Civil engineering; The project cost

1. INTRODUCTION

BIM technology introduction, for our country's construction industry have played an important role in a large degree, the development of BIM technology especially widely used in the construction industry, it can render the visualization of three-dimensional images for workers the best construction scheme, also can carry on the analysis to the civil engineering cost of the project cost, excellent opinions and Suggestions are given to reduce cost, So as to achieve the purpose of building a building that meets the requirements and high standards.

2. THE SPECIFIC PERFORMANCE CHARACTERISTICS OF CIVIL ENGINEERING COST CONTROL AND BIM TECHNOLOGY APPLICATION

2.1 BIM technology can display architectural drawings in a three-dimensional way.

Both the traditional building components and the building components under the new technology need to be designed in advance, and the architectural drawings need to be used to show the requirements of building construction. But architectural drawings are planar, for construction workers who are not good at drawing identification, planar drawings will bring certain difficulties to construction. Relying only on rich imagination to construct the building is not responsible for the project, is also not responsible for people. So the introduction of BIM technology into civil engineering can solve such problems. BIM technology can transform the plan into a three-dimensional image, which not only enables the drawings to be presented in a three-

dimensional form, but also solves a big problem in the construction process of workers.

2.2 BIM technology provides a way for the coordination between the project contractor and the owner.

The construction of the project contractor is not arbitrary. It needs the consent and approval of the owner before proceeding with the next construction plan. Various problems will be encountered in the construction process, which need to be discussed between the contractor and the owner, so as to take corresponding actions. Therefore, BIM technology sets up a communication bridge between the project contractor and the owner. [1] the BIM technology is used to analyze and communicate data with the owner, and the problems in the communication process are presented in the form of specific data and models, so as to effectively meet the needs of the owner and point out the construction direction for the project contractor.

2.3 BIM technology can simulate drawings in an all-round way.

BIM technology not only has the function of three-dimensional architectural drawings, but also can simulate them in an all-round way. In the process of civil engineering construction, BIM technology can simulate things that drawings do not have. For example, in the simulation of building drainage and sewage routes, the BIM technology can simulate each drainage and sewage route, and mark the problems existing in the route, which can remind the construction personnel to effectively avoid such problems in the construction process. BIM technology can also choose the best route from many routes, so as to save the construction cost of civil engineering.

3. THE ROLE OF BIM TECHNOLOGY IN THE COST CONTROL OF CIVIL ENGINEERING

3.1 Improve management efficiency

BIM technology can simulate the construction of the building in an all-round way. Through this technology, construction personnel can analyze and grasp the important structure and construction data in the construction, which no longer requires technical personnel to instruct them over and over again, thus greatly saving the construction time and steps. BIM technology is also more convenient for designers to control the use of materials, effectively analyze the problems that are easy to occur in the construction process, and clarify the content of each link in the project cost, so as to improve the management efficiency of construction personnel and speed up the progress of the project.

3.2 Reduce unnecessary mistakes

The biggest problem of construction is the safety problem, the safety of the construction personnel is absolutely not allowed to have mistakes, only to ensure the safety of construction, engineering of high quality, high standard requirements can be realized. There are also a series of complex and tedious construction problems in the project cost. Only relying on manual solutions will inevitably lead to errors in the implementation of the scheme, which not only affects the construction progress, but also causes certain losses to the property. [2] the use of BIM technology can reduce unnecessary mistakes, maximize the control of project cost in the process of civil engineering construction, make full use of building materials, and reduce unnecessary waste. Thus improve the economic benefits of civil engineering company.

4. THE SPECIFIC APPLICATION OF BIM TECHNOLOGY IN THE COST OF CIVIL ENGINEERING

4.1 Architectural design stage

In the architectural design stage, BIM technology is used in civil engineering to control the project cost and accurately analyze the construction materials, which can do the corresponding guarantee work for the construction of the building in advance. At this stage, designers can use BIM technology to design building structure models, select construction equipment, and make site information models. BIM technology can effectively combine various construction links in the process of building construction, find various problems existing before construction, and deal with them. So as to make full preparation for the construction of the building.

4.2 The tender and tender stage

Before construction, project bidding and bidding will be carried out. This stage is also the key to the successful completion of good civil engineering. Engineering cost personnel use BIM technology to calculate the specific cost of construction, obtain the minimum cost demand of civil engineering construction, master the relevant information and data of engineering construction, and use it to formulate relevant bidding scheme. Bidding companies can also use BIM technology to analyze the general demand of the project, calculate the best conditions conducive to their own contracting, achieve effective cost control, so as to win more wage benefits for workers.

4.3 The construction phase

The content of the construction stage is more complicated, and problems in the construction process not only need a lot of manpower, but also need more capital investment.

This requires the construction cost management personnel to formulate emergency plans for problems that may occur in the construction process, in order to prevent the progress of construction due to problems in the construction. BIM technology can simulate the real construction scene, effectively control the risks in the construction process, so as to solve the difficulties in the construction process and speed up the process of construction. [3]

4.4 The completion settlement stage

The last stage of the civil engineering is the completion settlement stage, this stage requires the project cost management of the project to summarize all kinds of information data, the effective use of BIM technology can solve many of the troubles that engineering cost personnel, using BIM technology cost budget and the actual cost of the project cost situation analysis comparison, Ensure the authenticity, transparency and openness of each capital expenditure, find the negligence and loopholes in the project cost, so as to recover unnecessary losses for the enterprise.

5. CONCLUSION

In short, in the economic development, social progress, construction industry has also been gradually expanded, the BIM technology used in civil engineering cost control for engineering construction to develop the relevant standards, the problems existing in the building construction, improve the efficiency of the construction of the project management, thus for engineering construction of a comprehensive range of out. Therefore, it is feasible to use BIM technology in the cost control of civil engineering. It is believed that under the leadership of BIM technology, China's civil engineering industry will develop in a better and better direction.

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Present Situation and Information Construction of Personnel Management in Higher Vocational Colleges

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Abstract: With the reform and innovation of education in China, many great changes have taken place in the school education teaching, one of the personnel management of higher vocational college is the present stage in higher vocational colleges focus on content, especially in the development of modern information of the traditional personnel management has failed to keep pace with the development of the society demand, therefore higher vocational colleges how to solve the problem of information became a major personnel management work. In this paper, the author analyzes the development status of personnel management in higher vocational colleges, and expounds the effective countermeasures of personnel management information construction in higher vocational colleges.

Keywords: Higher vocational colleges; Personnel management; the status quo. Informatization; Construction.

1. THE DEVELOPMENT STATUS OF PERSONNEL MANAGEMENT IN HIGHER VOCATIONAL COLLEGES

1.1 Personnel management work positioning is not accurate

In the process of operation and development of higher vocational colleges, personnel management is an important part of it. It not only symbolizes the business assistant of higher vocational colleges, but also the consultant of higher vocational colleges. It can be said that personnel management is the basis of some work carried out by higher vocational colleges, and has important significance for the sustainable development of higher vocational colleges. But now many of the higher vocational colleges are not aware of the importance of the personnel management work, also does not have to clear, accurate positioning, resulting in progressive loss of talents in higher vocational colleges, because through the personnel management work in higher vocational colleges can help skilled talents, training of applied talents, cu, if the personnel management work appear problem, That can lead to problems in those areas as well. Therefore, the positioning of personnel management in higher vocational colleges is not clear, accurate and does not pay attention to it, which seriously affects the development of personnel management intelligence.

1.2 The concept of personnel management is relatively backward

According to the survey, many higher vocational colleges still use the traditional personnel management concept,

this management concept is mainly people-oriented, according to the management of people, things, personnel files management, often ignore the development and utilization of human resources. This management concept is very unscientific and unreasonable, which not only seriously affects the autonomy and enthusiasm of the staff in higher vocational colleges, but also easily leads to the brain drain of higher vocational colleges [1]. In addition, under the influence of the traditional management concept, the use of the old personnel management methods and methods, so that the school, the faculty and staff in the subordinate relationship, which seriously affects the work enthusiasm and work efficiency of the staff of higher vocational colleges.

1.3 The quality of personnel management personnel is low
Low quality of the personnel management in higher vocational colleges is mainly embodied in the following aspects: one is the personnel management personnel training does not reach the designated position, some of the personnel training in higher vocational colleges are mainly composed of training and communication, the training form is relatively single, but also often ignore the personnel management personnel training in higher vocational colleges, led to the decrease of the personnel management personnel's overall quality unceasingly. Secondly, the incentive system is not perfect. Some higher vocational colleges lack a perfect incentive mechanism, and there are some cases of nepotism. the promotion of some employees is often not about work performance, but about the way of the world. Its personnel management structure is not reasonable, leading to lower personnel quality in higher vocational colleges, because, according to the investigation and study of many higher vocational colleges is based on the personnel management work for a long time the old employees, their experience is very rich, but generally older, learning ability is weak, over time the personnel staff will not be able to adapt to the new period of the personnel management work.

2. THE EFFECTIVE COUNTERMEASURES OF PERSONNEL MANAGEMENT INFORMATION CONSTRUCTION IN HIGHER VOCATIONAL COLLEGES

2.1 Reasonable planning of the contents of personnel management

As the content of personnel management in higher vocational colleges is more extensive, and the overall information is larger, coupled with the continuous development of higher vocational colleges, the staff is also constantly growing, personnel transfer is more frequent,

these reasons have greatly affected the development of personnel management in higher vocational colleges. Therefore, personnel managers in higher vocational colleges must start from the management content, first divide the personnel information into internal information and external information, and make the personnel management work efficiently through the mutual influence and promotion of the two [3]. Secondly, according to the functions of the work, the personnel information is divided into salary, personnel files, employee performance, policy and other new content, so as to make the information management more detailed. In addition, from the perspective of the form of information storage, the traditional paper information is divided into electronic and paper forms to make the information management more scientific and reasonable. the planning of the content of personnel management can not only give some guidance to the personnel management of higher vocational colleges, but also promote the development of the work, which is also an important factor of personnel deployment and labor management in colleges and universities. In addition, the personnel management staff of vocational colleges should also strengthen the construction of the informatization of the use of information technology in information collection, collation, storage, information technology and the personnel management to fully together, and understand the information management in the process of integration of the deficiencies and advantages, finally let informatization of personnel management system and stable operation of the higher vocational colleges [4].

2.2 Set up a new personnel management concept

The concept of personnel management is an important thought and behavior basis of personnel management in higher vocational colleges. However, due to the rapid development of modern higher vocational colleges, the traditional concept and way of personnel management can no longer meet the needs of modern development. So in order to help higher vocational colleges to carry out personnel management better, we must establish a new concept of personnel management. First of all, it is necessary to let the leaders of higher vocational colleges realize the importance of personnel management and strengthen the use of human resources. Secondly, personnel management personnel also need to change their old management concept, establish a new people-oriented management concept, which can not only mobilize the enthusiasm of higher vocational college staff, but also create a good humanistic environment, and can reduce the loss of talents. In addition, personnel managers in higher vocational colleges should also strengthen the learning of personnel management content, and actively expand and reform the personnel management system, taking people as the basis, and promote the scientific development of personnel management. Finally, personnel managers should also combine with the current development status, do a good job of the school, staff,

managers and the relationship between the management, and finally improve the efficiency of personnel management in higher vocational colleges.

2.3 Improve the information system of personnel management

In order to help the information construction of personnel management in higher vocational colleges, first of all, it is necessary for the school to establish a perfect information data system according to its own situation, and help the personnel management department to carry out the information construction of file management. Because the personnel file information itself is an important content of personnel management, for higher vocational colleges personnel selection, personnel use and other aspects have important help, so the personnel department must pay attention to the management of personnel files, to ensure the accuracy of personnel information. In addition, we should strengthen the construction of information of personnel files and use computers to manage the information of personnel information. Finally, pay attention to the perfection of the information system of personnel files, set up the contents of personnel management, the management of teachers, standardize the personnel management process, and finally achieve all-round management.

3. CONCLUSION

To sum up, the author of this paper through the personnel management of higher vocational colleges positioning is not accurate, the concept is relatively backward, This paper analyzes the low quality of management personnel, and expounds the effective countermeasures of personnel management information construction, such as rational planning of the content of personnel management, setting up new personnel management concepts, perfecting the information system of personnel management, hoping to bring help to the personnel management of higher vocational colleges.

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The Development Path Analysis of Human Resources Team for Ideological and Political Education in Chinese Universities

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Abstract: Under the current situation of Chinese education reform, strengthening the ideological and political training of university students is an important issue in the present university. In this paper, from the perspective of human resources team, according to the current situation, continue to increase the training of college students, to train more excellent talents for the cause of college education.

Keywords: College ideological and political education; Human resources team; Development

1. FORMULATE PERSONNEL TRAINING PLANS FOR IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

From the current situation of college talents, to ensure that the current teaching work can be carried out normally, there must be sufficient teachers to support, which is a necessary condition of college education. In the process of personnel training, it is necessary to integrate the personnel training into the personnel training plan, that is, to make a reasonable plan for the quantity and quality of the existing personnel training. In the practical activities of the development of ideological and political education in colleges and universities, the supplement and distribution of professional talents, the retirement of ideological and political staff and the rewards and punishments are the important components of ideological and political work in colleges and universities. Therefore, in practice, according to the current situation, teachers should be considered comprehensively from the whole, so as to adjust the teaching plan reasonably, and ensure the smooth progress of human resources work.

2. FULLY UNDERSTAND THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION PERSONNEL RESOURCES TRAINING IN COLLEGES AND UNIVERSITIES

Ideological and political work is an important supporting force for ensuring the healthy growth of college students and maintaining campus stability. It plays a pivotal role in comprehensively implementing various educational policies proposed by the spirit of the 19th National Congress and promoting ideological and political work [1]. Under THE NEW SITUATION, WE SHOULD fully understand the significance of personnel training, always set up the overall view, improve the overall quality of the ideological and political education team, and enhance the organization and management level of the team. the general secretary also proposed in the national symposium on ideological and political work for college students that

we should comprehensively promote ideological and political work in colleges and universities from four aspects: broadening the selection of talents, strengthening education and training, enhancing practical training, and improving the system of personnel training.

In addition, with the rapid development of information technology in China, the ideological and political work of colleges and universities is also ushering in new opportunities and challenges. On the one hand, with the diversification of people's access to learning resources, ideological and political teaching has changed from passive acceptance to active participation, thus strengthening the cultivation of subjectivity and autonomous consciousness in ideological and political teaching. However, due to the different information on the Internet, the mentality of college students has been greatly impacted. the virtualization of network also makes the ideological and political work of college students have a negative mentality, resulting in the increasingly complex atmosphere of ideological and political work of college students. At present, the importance of human resources development and talent training of ideological and political education in colleges and universities is becoming more and more prominent. Colleges and universities must pay attention to the ideological transformation, implement the development and management of human resources of ideological and political education team, and effectively improve the level of ideological and political work in colleges and universities.

3. THE DEVELOPMENT PATH OF HUMAN RESOURCES TEAM OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 Strengthen the career planning of the ideological and political team

From the perspective of human resources, career planning can not only help them determine their own development path, but also provide guidance for their work. Therefore, after the introduction of senior management personnel, human resource management institutions should combine their own needs to strengthen the professional ability of ideological and political teams, mainly from the following aspects, make full use of the advantages of teachers, provide display platforms for college students, and meet individual needs. At the same time, it is important to ensure the effective development of ideological and political education in colleges and universities, and to clarify the development path of ideological and political

education in colleges and universities. In the planning of college students' career, we can start from the perspective of ideological and political education, for example, ideological and political education for the administrators of colleges and universities. According to their categories, administrators are divided into educational administration, logistics management and administrative management. At the same time, teachers should be scientifically and reasonably arranged according to their ability, professional title and other factors, so as to develop their own career development direction for current teachers.

3.2 Strengthen the management of ideological and political teams in colleges and universities

Strengthening the construction of ideological and political work can be carried out from four aspects. (1) Strengthen the organizational structure of ideological and political staff in colleges and universities; In the realistic teaching, the existing ideological and political staff are analyzed and investigated, and the realistic situation is combined to make reasonable adjustment. (2) On the basis of the existing teaching staff, the proportion of young teachers should be reasonably increased, so as to add a batch of new vitality to the whole teaching staff and a batch of reserve forces for the ideological and political work of colleges and universities. (3) Talent training system with master's and doctor's degree as the core and bachelor's degree as the basis. In addition, to continuously improve the professional evaluation system, to ensure that the teachers' comprehensive ability, must according to the reality demand, develop a sound professional evaluation system, strengthen the evaluation of teachers' professional ability, to each professional, post evaluation, such as proper award for outstanding teachers, thus to have the incentive effect.

3.3 Strengthen the training of ideological and political teachers in colleges and universities

According to the current situation of ideological and political work in colleges and universities, it is found that there are great differences in the demands of teachers under the current situation. (1) Understand the needs of teacher training; Before carrying out vocational skills training, we should do a good job of preparation, in order to fully understand the realistic needs of teachers in each stage. In the process of training, it is necessary to fully understand the matters needing attention and existing problems of training in advance, which is an important condition for training and exercising teachers [2]. Therefore, colleges and universities should strengthen the investigation of teachers' mental health, and carry out targeted teaching and training in practice. (2) Develop targeted training programs. At present, the ideological and political education work, mainly from the curriculum planning, curriculum arrangement and curriculum

description of the three aspects of training. (3) the training methods should be more diversified. At the same time of ideological and political work, we should constantly enrich and enrich the training methods in teaching, so that teachers can timely absorb and master the training content, so that the teaching effect can be significantly improved.

3.4 Create a good environment and atmosphere

First of all, we should improve the salary of ideological and political work, and attract more excellent talents through salary and welfare. In order to make the teachers in colleges and universities get better pay and be satisfied with their work, they can really adapt to the actual needs, so as to better absorb outstanding talents. Secondly, a good social atmosphere to absorb high-quality talents, whether a good environment can be guaranteed determines the development of talents. the ideological and political work in colleges and universities must have a good teaching environment and working atmosphere in order to ensure a better development. Especially in real life, some colleges and universities do not have enough understanding of ideological and political work for college students, do not realize the importance of ideological and political education work, often ignore this aspect of work in real life, in order to retain more outstanding talents, must create a good working atmosphere.

4. CONCLUSION

At present, the ideological and political work of university students is still at a weak link, which restricts the development of university students seriously. Therefore, we should set out from the Angle of human resources and strengthen the training of talents according to the present situation. Secondly, the ideological and political teaching in colleges and universities should be scientifically designed, the management of colleges and universities should be strengthened, and the professional quality of teachers should be comprehensively improved. It is a strong guarantee for the development of higher education to fully recognize the realistic needs of teachers and create a good environment and atmosphere conducive to the development of teachers.

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Research On Psychological Counseling Mechanism of College Students

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Abstract: The rapid development of social economy and civilization in China has had an impact on the psychology of college students, and there have been many worrying negative phenomena. the psychological counseling mechanism of college students not only has theoretical significance, but also has practical value. It is a new basic point of Ideological and political education. To strengthen psychological counseling in colleges and universities, we should establish students as the main body, adhere to the four principles of psychological counseling and make great efforts in the use of four ways.

Keywords: College students; Psychological counseling; Ideological and Political Education

1. RESEARCH BACKGROUND OF PSYCHOLOGICAL COUNSELING MECHANISM

China's society is in a period of social transformation, and the economy and social civilization are developing rapidly. These drastic changes have an inevitable impact on the psychology of college students. Many college students grow up in a smooth environment, have a self-identity, have a simple and blank inner world, have a strong sense of competition, have no more understanding of setbacks, have a weak sense of life and responsibility, and have a relative lack of ability to love, which is very prone to psychological problems.

At present, about 35 million teenagers in China have long-term psychological problems, but they can not be solved. China has the highest suicide rate in the world. the murder case of Sichuan Normal University, the poisoning case of Fudan University and the blood blade of Jincheng College of Nanjing University of Aeronautics and Astronautics are shocking, and the reason is that life is trivial. the ivory tower injury incident shows that the psychological problems of college students can not be ignored, and the psychological counseling of college students should be paid attention to.

2. THE MEANING AND FUNCTION OF PSYCHOLOGICAL COUNSELING

Psychological counseling in a broad sense includes all the theoretical methods of psychological counseling and treatment. the theoretical basis of psychological counseling in a narrow sense is humanistic psychology and cognitive psychology. the specific operation method is to dredge explicit or implicit psychological problems, guide and improve cognition, emotion, attitude and behavior through verbal and nonverbal communication. the purpose of this process is to change individual self cognition, reduce bad psychological state, and promote students' self-development and social adaptability.

The functions of psychological counseling include:

2.1 Psychological counseling can regulate college students' cognition.

When students encounter setbacks and disappointments, they can be guided to dialectically look at the advantages and disadvantages of things. the results in life learning can be attributed correctly, so as to effectively regulate the cognitive process.

2.2 Psychological support function

Psychological support function is not only material support and help, but also spiritual and psychological understanding and acceptance. In this process, the method used is to listen and empathize, and experience their inner world from the perspective of each other.

2.3 Emotional catharsis function

Psychological counseling in Colleges and universities provides a platform for college students with psychological problems to vent their emotions, and avoids the emergence of negative emotions to a certain extent. When students are in negative emotions, they can vent their unhappiness and anger into a peaceful state of mind through verbal and nonverbal forms.

3. THE IMPORTANCE OF PSYCHOLOGICAL COUNSELING

3.1 Psychological counseling is a realistic requirement to deal with college students' psychological problems

A survey of colleges and universities in Beijing shows that 61% of college students feel great or great pressure during college. the pressure comes from life pressure, employment, interpersonal communication, environmental change and self adaptation. According to the survey on how to deal with the psychological problems of life, 14% of the students chose to be bored in their hearts. This situation should be paid attention to. In the ideological and political education of college students, we should pay attention to psychological counseling, effectively regulate emotions, provide channels for psychological catharsis, guide college students to correctly treat themselves, difficulties and setbacks in learning and employment, and social phenomena and social problems, which will help college students shape a confident, rational, positive and upward mentality and build a healthy and harmonious spiritual home.

3.2 It is conducive to the implementation of the people-oriented scientific outlook on development

It is a major task for colleges and universities to thoroughly implement the scientific outlook on development and build a harmonious campus. the core and basic value orientation of the scientific outlook on development is people-oriented. In the process of College Students' Ideological and political education, we should respect and understand people, care and inspire people,

and educate and guide people. In carrying out the work, timely dredge the contradictions between students and others, students and the environment, deal with students' own contradictions, and help them deal with specific problems such as learning, employment, life and safety. Colleges and universities should be people-oriented, timely, meticulous and effective psychological counseling, and embody humanistic care everywhere, which is conducive to the full implementation of the scientific outlook on development.

3.3 Psychological counseling is an urgent requirement for the construction of harmonious campus

Strengthening psychological counseling is not only the internal need to promote students' growth, but also an important guarantee for building an efficient and harmonious campus. the construction of a harmonious campus is to make every student have a sense of happiness in school life, a sense of belonging and respect in interpersonal communication, and a sense of academic achievement. Psychological counseling can warn campus disputes, prevent public crisis events, effectively maintain safe and stable campus order, and actively promote the construction of harmonious campus. Let students grow up in a harmonious atmosphere and experience the brilliance of life.

4. COLLEGE STUDENTS' PSYCHOLOGICAL COUNSELING MECHANISM NEEDS TO GRASP THE ORIGINAL SIDE

4.1 Principle of facing all students

This principle requires that the objects of psychological counseling are students of all grades and majors. When arranging psychological activities, they should be targeted and comprehensive, so that every student participating in counseling can feel understood, supported and accepted. According to the regulations of the Ministry of education, every university should set up "psychological committee members". Shandong Polytechnic vocational college has established a psychological counseling room to provide counseling and help for students with psychological problems, and pays great attention to the psychological counseling of ordinary students. Each class has psychological committee members to help dredge students' emotions, find serious psychological problems in advance, and give early warning to the central senior teacher. Colleges and universities should attach great importance to psychological counseling, widely carry out relevant courses, set up some elective courses with distinctive characteristics, such as the outlook on life in the film, college boys and college girls, and carry out gender education from the perspective of psychology to make students aware of the importance of psychological counseling.

4.2 Principle of combining prevention with development

Psychological counseling should focus on prevention and combine with development. On the one hand, we collected first-hand information in the form of psychological questionnaire for students of all majors in the school, and actively carried out special psychological lectures and related activities. On the other hand, focus on special groups, establish files for students with abnormal

psychology, focus on early detection of symptoms, and focus on early intervention. For students with family changes, poor families and extreme personality, pay attention to ideological changes in time, and dredge the tendency of psychological problems in time, so as to continuously improve the quality of serving college students.

4.3 The principle of respecting and understanding students

In the process of psychological counseling, educators should maintain value neutrality, respect students' personality characteristics and understand students' views on things. In work, we should have four hearts (love, sincerity, patience and carefulness), listen patiently, observe carefully, dredge sincerely and guide with love. In the communication with students, educators use polite language, considerate language, avoid colloquialism, command language, and use "please", "I can understand you", "I listen carefully", etc. Educators should understand and support students, which is the basic requirement of counseling. Only in this way can the object confide without concern, vent their emotions, and guide students to talk about the key to problems, so as to do a good job in students' psychological counseling.

4.4 Principle of subjectivity

The principle of subjectivity requires people-oriented in the educational process, all for the survival and development of students. In the design of educational plan, follow the physical and mental characteristics of college students, formulate contents close to their life and learning, encourage students to give full play to their initiative, actively participate in rich and diverse psychological activities, and improve their psychological quality and adaptability. In addition, both students are the main body, but we should pay attention to individual differences, and organize, implement and carry out educational activities according to the characteristics of individual psychology and thought and their internal psychological needs. Look for the bright spots of students and let the educational objects feel the educational subject. In the psychological drama competition of our college, the students of all departments carefully prepared, summarized the psychological problems and causes, wrote scripts and rehearsed, experienced the inner changes of the role in the sitcom, vented their emotions, expressed their ideas, gave full play to their subjectivity and improved the effectiveness of self-education.

5. PRACTICAL FORMS OF PSYCHOLOGICAL COUNSELING ACTIVITIES

5.1 Enrich campus cultural life. Colleges and universities carry out popular campus cultural activities to effectively regulate the emotion and psychology of college students and eliminate bad emotions such as depression, loneliness and loss. We should actively organize healthy and beneficial cultural and sports activities. the contents of the activities should involve literature, science and technology, art, sports and other aspects, strengthen the communication between classes, dormitories and everyone, create a positive, healthy and elegant atmosphere, meet their spiritual and cultural needs, and make them feel happy in spirit and happy in life.

5.2 Leverage new media. Mobile new media technology increasingly affects college students' life and learning. Make use of the advantages of the network, establish psychological related websites, set up online courses and online consultation and other activities, popularize psychological counseling knowledge, and deal with psychological problems in time. We should be good at using the network to understand and master the ideological trends and actual needs of college students, so as to provide reference basis for caring and guiding college students;

5.3 We should pay attention to psychological counseling. Psychological counseling is an effective way to carry out psychological care for college students. We should provide effective psychological guidance and services to students in need through a variety of consultation methods, such as individual interview consultation, group guidance, telephone consultation, network consultation, etc., so as to promote college students to maintain a good psychological state.

5.4 We should pay attention to the positive role of Marxist Philosophy in helping college students establish a correct

world outlook, outlook on life and values. Strengthen the education of Marxist philosophy for college students, let them learn to observe, analyze and solve problems with correct positions, viewpoints and methods, and gradually improve the self ideological and psychological adjustment mechanism. This helps to avoid many unnecessary ideological crux and psychological confusion, so as to maintain a good mental state.

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To Explore the Cultivation of Cyberspace Security Awareness in the Teaching of Practical Big Data in Colleges and Universities

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Abstract: Under the promotion of social economy and science and technology, the development of colleges and universities has also carried out a variety of changes. So far, the development has expanded a variety of majors, among which the big data major is a new major developed in the information age, which is the complex, innovative and practical talents needed by the society. Because the professional is at the early stage of development, and so on education work still exists many problems in the process, the students consciousness of network security is a difficult problem in the professional education, because of the large data is mainly to a variety of computer systems, big data systems and data application management, set up and operational training, Therefore, when students do not have a high awareness of network security, there will be a variety of problems in the process of learning, so in order to achieve the effective promotion of big data education in colleges and universities, it is necessary to strengthen the training of students' awareness of network security.

Keywords: Big data major; cyberspace; security awareness; training method

1. INTRODUCTION

The university is the main place to cultivate talents for the society, so at this stage of the students have no contact with society psychology is relatively simple, because of the large data of professional students in the learning process is to contact related to Internet content, and information on the Internet with complex diversity, so students in the learning process will be affected by some bad information. Based on this, in order to avoid the impact of these bad information on the development of students, it is necessary to strengthen students' awareness of cyber space security, so as to create a healthy learning environment from the improvement of students' self-protection awareness.

2. STATUS QUO OF CYBERSPACE SECURITY AWARENESS IN BIG DATA MAJORS IN COLLEGES AND UNIVERSITIES

Cyberspace is an abstract concept, mainly refers to the computer and virtual reality in the computer network. With the continuous development of social economy and science and technology, there are more and more security problems in cyberspace. So far, cyberspace security has become the focus of social attention. Through the study of cyberspace, it is found that its cyberspace has the following characteristics: first, it can be threatened by external and internal viruses, so it has the characteristics of threat diversification. Second, the virus can attack a

point when attacking the system, but the system must be all over the place when defending, so there is anti-attack asymmetry.

To put it simply, Big data is a major formed on the basis of big data technology. the learning content of this major is mainly data mining and data analysis, supplemented by platform building and tool application, so it is a highly comprehensive and emerging discipline. Through the current education research of big data major in China, we found that students' awareness of network space security is not high. the reasons for this are as follows:

2.1 A narrow understanding of cyberspace security awareness

Most college students before receiving professional education will think that network security is Trojan virus, network invasion, personal network terminal poisoning and other problems, although this problem also belongs to a kind of network security, but the impact on the development of students is not much. In the application of information technology in the current social development has been widely used in people's life and work, information technology is widely used at the same time, the network security problems appeared frequently, also often appear in the society network cheated, if big data under this development situation students lack of correct understanding of network security, All the information on the Internet will be considered correct, so when students are exposed to bad information but cannot effectively distinguish it, such bad information will have a serious impact on the physical and mental development of students [1].

2.2 Diversified extension of value orientation

In China's current education career development to strengthen student's quality education, through quality education while effectively so that the students toward to development as the core values of socialism, but in the Internet age under the student will receive a lot of information in the life, the bad information in these information will be more negative influence on students, Then cause students to have hedonic thought, utilitarian psychology, when the correct idea of students is weakened after will lead to their own safety consciousness lax.

2.3 Lack of relevant legal understanding

Students before entering university life to network space of contact is less, so to enter colleges and universities of cyberspace more cases will bring unlimited exploration desire, to college students because of the period of the students have no corresponding laws and regulations of network to carry on the study, so will cause some of the

students in the case of self-consciousness can satisfy the law touches landmarks along the way, In serious cases, it will also lead to the students' future in the network life. Secondly, the current network environment is extremely complex, college students' thinking is relatively simple, so in the network space is extremely easy to be lured by people.

3. THE STATUS QUO OF NETWORK SECURITY AWARENESS EDUCATION IN BIG DATA MAJOR IN COLLEGES AND UNIVERSITIES

Big data major in colleges and universities is a new discipline, which contains a lot of contents. Therefore, in order to ensure the quality and efficiency of teaching, it is necessary to develop a reasonable talent training program and curriculum education plan for big data major. Big data major is greatly different from science and technology major. Since this discipline is in the early stage of development, there are no perfect teaching resources in the education process, and there are no unified materials related to big data. Education work in different-by-different teachers in charge of the course, so led to the big data professional knowledge system not perfect cohesion, big data professional education based on the current study found that, not only the knowledge in the process of the education system is not perfect, the network space safety consciousness education there are more problems, the main problems are the following:

3.1 Lack of theoretical and practical education

The main way of big data major education is to allow students to master a variety of knowledge required by big data system management through a large number of cases and practical operations, and the course is completed by relying on the Internet, so students in big data major will be exposed to the network environment in most courses. Therefore, in order to realize the effective implementation of big data major course education, it is necessary to carry out network space security awareness education for students. Through the research on cyberspace security education of big data major, it is found that the education is extremely single, and teachers only explain according to the content of textbooks in the process of education, but can not improve students' interest in learning [2].

Secondly, large data in network space safety consciousness education is not according to different students of different education, because of the large data professional students in the learning process is the theory and application of network technology and computer technology with the master, so in the network environment can undertake to protect themselves on the technical level, In this case, some teachers still focus on the improvement of technology when carrying out cyberspace security awareness education, and do not expand the security awareness of students' skills, so that students can not effectively distinguish information in the network environment.

3.2 The lack of subjective prevention consciousness education

Subjective awareness education is to enable students to carry out effective analysis and thinking after receiving information through education. When students can

effectively distinguish information, they can establish their own awareness of cyber space security. But in our country the current majority of big data professional network space safety consciousness education, while teachers can be in education in teaching students how to judge the information quality, but most of the teachers adopt way of education for the non-computer majors education, this way of education is the teacher of the analysis of relevant problems and solutions, students just need to teachers master can be concluded, When students can't analyze the quality of information through practice, they can't improve their subjective awareness of prevention even if they master the conclusions drawn by teachers. This is because the network is an open space filled with a large amount of information, which has different forms, so when students cannot really master the information discrimination skills, even if they master the conclusion, they still cannot distinguish the information reasonably under different forms of information.

3.3 Lack of cyberspace security course education

Although the course of cyberspace security education is one of the important courses of big data major, the development of some colleges and universities believes that students can also improve their awareness of network security in other courses, so they do not carry out the work of cyberspace security education. Species is higher because of the large data of professional courses, and students' course, so teachers in the process of education for the network space safety education is the interpretation of knowledge, this is not the students awareness of network security for effective guidance, thus causes students have weak consciousness of network safety [3].

4. EFFECTIVE MEASURES TO IMPROVE THE CULTIVATION OF CYBERSPACE SECURITY AWARENESS OF BIG DATA MAJORS IN COLLEGES AND UNIVERSITIES

In order to enable students majoring in big data to study in a healthy environment, it is necessary to improve their awareness of network security through cyberspace security education. Through research that, in the current big data professional education, the network space safety consciousness education, there are many problems in these problems not only can't improve the safety awareness of students, also does not favor the student professional course study effectively, based on this, in order to enhance professional teaching quality and efficiency of data, It is necessary to adopt reasonable measures to strengthen the education of cyberspace security awareness, which can be done from the following aspects:

4.1 The organic combination of scientific research and popular science

Big data network space safety consciousness education in professional main purpose is to promote student's own network security awareness in specialized course teaching effectively, so, in order to improve effect of the network space safety consciousness education, teachers in the education network space safety consciousness can be combined with education and specialized course work, This can not only transfer the relevant knowledge and

technology in the field of network security to students, but also play a role in promoting the professional course education in the process of security knowledge transfer. For example in the network space safety consciousness education of teachers to students learning based on the technology of data management system of show students the impact of the network security threats to the system, through the discourse can make students intuitive to understand the seriousness of the network security problem, improve the students' importance to the safety of network space can make it seriously to learn relevant knowledge.

Secondly, students majoring in big data cannot learn without the Internet, so colleges and universities can also show the latest network scams and viruses to students in the form of multimedia and wechat official accounts in daily life. In addition to network security threats, the content displayed should also have relevant defense means. In this way, students' awareness of cyber space security can also be improved from daily science popularization [4].

4.2 Strengthening practical education on cyberspace security awareness

Practice is the only standard to test the truth, so in order to improve students' awareness of network security prevention, in the corresponding education in addition to theoretical knowledge education should also carry out practical education. This is because only through theoretical knowledge education can not make students feel the relationship between themselves and network threats, so they can not invest more energy in learning, so they can not effectively respond to the corresponding events when they encounter network threats. Through practical education, students can have the feeling of "being in the mountain", so as to improve their safety awareness and prevention ability from the promotion of students' learning seriousness.

The implementation of practical education requires teachers to set up some related questions for students to analyze and think after explaining the corresponding theoretical knowledge of network space security. In order to improve the effect of practical teaching, teachers should not give requirements to students. After the completion of the students' thinking, they should publish their own opinions, and only after the completion of the publication can the teacher supplement and correct the deficiencies and mistakes of the content published by the students. This way can not only make the students have a deep memory of the knowledge, but also enhance their awareness of network security through practice.

In addition, because our society is in the rapid development and changes, space security awareness education can also let students independently analyze the online cases, which can also deepen students' understanding of network security through the analysis of relevant cases.

4.3 Enrich the composition of knowledge on cyberspace security

Network security awareness to promote first to ensure students have more network security knowledge

accumulation, so in order to to student's safety consciousness raising colleges and universities should strengthen the propaganda of the corresponding network security knowledge, when the network safety knowledge publicity gained popularity in the students' life and learning, can under the osmosis consciousness to improve the safety of the students. Safety knowledge publicity not only through the special column, the Internet and other ways, in the process of big data professional education curriculum education should also be reasonable to integrate safety knowledge, this approach can not only conducive to the ideological and political education and network security education effective union, also can network operating behavior norms for students [5].

4.4 Enhance the professional ability of education

Teachers are the guides of students, so in order to improve students' cyberspace security awareness, teachers' ability should also be improved. Only by improving teachers' cyberspace security ability can students carry out professional education, so that students can also improve their own network security awareness under the influence of teachers. the improvement of teachers' ability can be carried out from the following aspects: First, teachers should be trained. the current network development is in rapid change, so in order to enable teachers to timely grasp the new network threats and prevention measures, teachers should be regularly trained. Second, recruitment. Improve students' network space safety consciousness experience, the teacher must have higher to combines network space safety consciousness and professional courses, and to promote professional experience in big data good teacher will from hiring for quantity, will have to apply for personnel recruitment, in addition to very strict professional requirements, strict requirements on their quality. Only by establishing a team of highly competent and high-quality teachers for the major of big data can we improve the teaching results from reasonable education.

5. CONCLUSION

To sum up, in order to improve the educational results of big data courses and realize the good development of students, it is necessary to strengthen the course of cyber space security awareness. Students majoring in big data will be exposed to a large amount of information when learning professional courses. Only by improving their awareness of cyberspace can they learn in a healthy environment. Past a variety of problems in the network space safety consciousness education can not improve education achievement, for this kind of situation from developing practice curriculum and rich scientific research combined with science, safety knowledge structure, improve teachers' professional ability of big data in a variety of ways including the network space safety consciousness education of professional reinforcement.

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Market-Oriented Teaching Research of Fashion Design Specialty in Colleges and Universities

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Abstract: Along with the development of teaching reform, the teaching of clothing design in colleges and universities needs to innovate in time, adhere to the market-oriented, pay attention to the optimization of talent training scheme, so as to improve the ability of professional students, so as to reach the demand of people in the clothing field, to promote the development of our clothing design field to provide strong support. This paper will discuss the market-oriented teaching of fashion design specialty in colleges and universities, and put forward specific teaching programs.

Keywords: Market orientation; College costume design; Professional teaching

1. INTRODUCTION

In the new era, with the accelerated development of globalization, people have higher and higher requirements for fashion design. In order to meet the consumer demand of the public, fashion design majors in colleges and universities should adhere to the market-oriented approach, actively innovate professional teaching programs, and take the initiative to meet the development needs of the society, so as to form dynamic teaching strategies. According to the current situation of college fashion design teaching, it should be combined with consumer demand to analyze, so as to innovate the teaching model, and promote the college fashion design major to develop in a stable direction.

2. THE REFORM BACKGROUND OF COLLEGE FASHION DESIGN MAJOR

Along with the development of our clothing industry, the market is becoming more and more mature. At present, the talents training of college clothing design specialty are more and more serious. If we can't comply with the development of the market, it will affect the employment of future students. At the present stage, many students majoring in fashion design have the problem of weak practical ability. They often have solid theoretical knowledge and lack of practical experience, which is closely related to the situation of professional teaching in colleges and universities. In addition, according to the current consumption situation in the field of clothing, most consumers have a desire to buy clothing with personalized, national and other elements, such as Han costume elements, traditional cultural elements, and so on. Compared with the previous consumption demand has increased greatly, which also puts forward new requirements for college clothing design. Therefore, colleges and universities should make innovations according to the changing situation of the market, so as to promote the development of the major of fashion design

in a new direction, so as to provide clear employment direction for students [1].

As a basic social discipline, fashion design needs to cultivate students' practical ability and equip them with a strong sense of innovation, so as to have market competitiveness. Take St. Martin's School of Design in the UK as an example. In response to the market development demand, students are required to actively participate in the fashion design competition after the arrival of the new era. the purpose is to enable students to accumulate relevant experience and provide strong support for future employment. At the same time, the school also holds fashion design competitions regularly, so that students can have the opportunity to show their designs, enhance the awareness of innovation, and learn more about new fashion design elements, and then improve their design level. Although our country and foreign concept has some differences, but training the flexibility and autonomy of students is very necessary, many domestic clothing design students have the problem of weak awareness of innovation, resulting in the design quality is not high, is prone to the limitation, it is difficult to design the practical work. Therefore, domestic colleges and universities need to pay attention to the market-oriented, strengthen the innovation of professional teaching, and ensure the use of innovative talent training mode, so as to improve students' professional ability.

3. MARKET-ORIENTED TEACHING PROGRAM FOR COLLEGE FASHION DESIGN

With the development of the Times, college fashion design majors need to timely innovate teaching programs, adhere to the market-oriented, pay attention to the training of practical design talents, so as to provide high-quality talents for the domestic fashion design field, so as to meet the employment needs of enterprises. To this end, this paper will put forward the following instructional design.

3.1 We will continue to meet the needs of market development

In order to adapt to the development of the market, college fashion design should actively innovate talent training programs, pay attention to the training of practical talents, and constantly improve the ability of fashion design professionals, so that they can design practical products to meet the needs of market development. From the perspective of the development of fashion design major, it is necessary to accelerate the pace of professional reform by innovating teaching methods and teaching contents, and further implement the function of talent cultivation, so as to improve students' professional ability and make them capable of designing high-quality products [2].

3.2 Making industrial restructuring the core of reform

At the present stage, the market competition is becoming increasingly fierce, and the adjustment of social and industrial structure is accelerating. In order to meet the employment needs of the field, it is necessary to build a high-quality talent team to ensure that it can inject vitality into the development of the field. In order to enable enterprises to have market competitiveness, it is necessary to create a unique style for enterprises, so that more consumers can pay attention to the design style of enterprises, and then become the consumer group of enterprises, so as to bring competitiveness for the development of enterprises. Therefore, when promoting the reform of fashion design major, colleges and universities should take the adjustment of industrial structure as the core, pay attention to the construction of personalized design system, and provide adequate learning resources for students, so as to enhance the social value of professional talents.

3.3 Adhere to the goal of talent development

The reform of colleges and universities in response to the needs of the society can provide more practical opportunities for students, so that students can accept the edification of the society and master more practical experience, which will be of great help to the future employment. When students enter the society after graduation, they can quickly adapt to the job requirements, which is conducive to improving their design quality, so as to meet the job requirements. Therefore, colleges and universities need to adhere to the goal of talent development, consider the student-oriented principle, and combine students' learning ability and professional level to develop training programs, so as to ensure that the teaching content of fashion design majors meets the needs of market development, so as to improve the market competitiveness of students.

3.4 Optimize personnel training programs

In the process of the reform of costume design major in colleges and universities, we should constantly optimize the talent training program, make clear the main position of students, and ensure that the professional development conforms to the essence of students' thoughts, so as to cultivate personalized students. As a comprehensive discipline, the fashion design major should create diversified teaching models, set up courses according to teaching requirements, optimize the previous theory-oriented teaching model, and design the theoretical and practical teaching into a scientific proportion, so as to encourage students to master rich practical experience and cultivate high-quality professional talents [3].

In this regard, college fashion design majors need to design according to the requirements of talent training, in-depth analysis of each link of fashion design, and a

comprehensive grasp of the process, sales and other processes, to ensure that talent training can meet the needs of the market, avoid students simply learning theoretical knowledge, lack of rich practical experience. Through the application of scientific talent training program, it is helpful to provide students with more practical opportunities, so that students can enrich experience in the practice process, so as to improve their professional ability and lay a solid foundation for future employment.

5. CONCLUSION

With the development of the Times, people's aesthetic appreciation has also changed a lot. In order to meet the needs of consumers, colleges and universities should adhere to the market-oriented, timely innovate the teaching model of fashion design, and promote students to get more practical opportunities, so as to meet the needs of the society. In this regard, colleges and universities need to change the past teaching thinking, actively integrate teaching content, pay attention to the implementation of practical training activities, provide students with sufficient opportunities for practical training, in order to broaden the growth space of students. In addition, colleges and universities should create high-quality talent teams to provide more powerful teaching support for fashion design majors and meet the practical training needs of students, so that students can have strong professional ability.

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Research And Practice on the Development of Vocational Ability of Teachers in Higher Vocational Colleges

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Abstract: Along with the continuous development of society, our education system is becoming more and more perfect, in the scale of running a school and the strength of running a school, for the society to train a large number of middle and high technical skills talents, vocational education as a type of education, its important position is constantly highlighted, in the promotion of social and economic development has made an important contribution. However, from the current situation of the development of vocational ability of teachers in higher vocational colleges, there are some deficiencies in the vocational ability of some teachers in higher vocational colleges, restricting the development of vocational education. Based on this, this paper gives a brief description of these problems, and puts forward that teachers in higher vocational colleges should establish a good idea of vocational education and cultivate their comprehensive quality. the policy support for the vocational development of higher vocational college teachers, the practical measures to promote teaching and learning ability of higher vocational college teachers through competition, in order to strengthen the guarantee of human resources of college teachers, and constantly improve the level of higher vocational colleges.

Keywords: Higher vocational colleges; Teacher's professional ability; Practice

1. INTRODUCTION

At present, higher vocational colleges shoulder the important responsibility of cultivating high-quality technical and skilled talents who can adapt to the needs of today's society, which is no more than a challenge for higher vocational teachers. Therefore, an important index to reflect the level of higher vocational colleges is to develop the professional ability of higher vocational education teachers.

2. RESEARCH ON THE CURRENT SITUATION OF THE DEVELOPMENT OF TEACHERS' VOCATIONAL ABILITY IN HIGHER VOCATIONAL COLLEGES

From the current situation of the development of vocational ability of teachers in higher vocational colleges, there are some deficiencies in the vocational ability of some higher vocational teachers. These problems can be reflected from the following four aspects: On the one hand, some vocational teachers' educational concepts are too old. These higher vocational teachers are still in the traditional educational concept, thinking that only the knowledge in textbooks can be imparts to college students, but they

choose to ignore the cultivation of college students' practical ability, independent learning ability and thinking ability. At the same time, they still use traditional teaching methods in the way of teaching, without clarifying the subject status of students. Secondly, the professional quality of some higher vocational teachers needs to be further improved. the main factors leading to this problem are that vocational colleges are too negligent in the cultivation of teachers' professional ability, which is limited to theories, and lack of professional quality research and practice in the industry and post, which is disconnected from the society. Third, some vocational teachers lack industry background and practical experience. the main reason is that these higher vocational teachers only master the theoretical knowledge, no industry work experience, their own operational ability is short, leading to the education and help of college students there is limited; Finally, some vocational teachers have limited educational experience. the development of higher vocational education started late, the teachers tend to be younger, lack of teaching experience, and the cultivation of students' independent learning ability, thinking ability and innovation ability is too low, resulting in the teaching quality of these teachers is not very ideal.

3. PRACTICAL MEASURES FOR THE DEVELOPMENT OF TEACHERS' PROFESSIONAL ABILITY IN HIGHER VOCATIONAL COLLEGES

3.1 Establish a good idea of higher vocational education
Higher vocational education shoulders the mission of training high quality technical and skilled personnel for production, construction, service and management. In the process of training students, vocational teachers should vigorously practice the concept of employment education, grasp the "road map" of vocational education to meet the needs of the labor market, and take the initiative to expand students' employment and entrepreneurship skills. Practical education is the lifeline of vocational education. Therefore, teachers must step into the front line of production and industry, understand the industry background, fully combine theory with practice, and put practical education in practice. If students do not know the front line of production and teachers are not familiar with the latest application technology of the industry, vocational education will not be able to cultivate students to meet the needs of enterprises. Therefore, practical teaching should be strengthened, effective talent training programs should be formulated, and students should go into the front line of production together to cultivate their

comprehensive vocational ability to deal with complex scenarios. Students should be encouraged to obtain the "1+X" certificate system to improve their job-hunting ability. At the same time, higher vocational colleges should improve practical teaching conditions, reform the teaching model and curriculum system, innovate practical teaching methods, pay attention to students' spirit of craftsmanship and the cultivation of the habit of excellence.

3.2 Training of teachers' comprehensive literacy in higher vocational colleges

The education and teaching ability of higher vocational teachers is basically possessed by most teachers, but their professional ability includes not only classroom teaching ability, but also the production technology and practice ability of their specialty, as well as the noble education professional ethics and norms. Therefore, the training of higher vocational teachers is a very important link. Therefore, it is necessary for higher vocational colleges to attach importance to the training of teachers, carry out corresponding training activities and give teachers certain opportunities for further study, so as to ensure the improvement of vocational ability of higher vocational teachers. In other words, as long as vocational colleges pay attention to the training of teachers' professional ability, the education quality of college students can be guaranteed to be effective and effective [2]. the specific operation steps of higher vocational colleges can be carried out from the following three aspects: on the one hand, strictly implement the requirements of the Ministry of Education teacher-student ratio, combined with the actual development of the school, in the process of recruiting teachers, can be recruited from the front line of the industry with senior vocational qualifications, high educational level of personnel; At the same time, it can also strengthen the examination of the practical operation ability of the applicant, the best choice has, put the door; On the other hand, vocational colleges can carry out regular and irregular training activities for teachers, design professional and reasonable training programs, encourage vocational teachers to actively participate in, and ensure the effective improvement of vocational teachers' professional ability in the learning and communication of training activities; the last one is to strengthen exchanges and communication among peers and provide teachers with more opportunities for peer learning, so as to increase teachers' professional ability and teaching level.

3.3 Policy support for vocational teachers' career development

Under the background of modern society, all walks of life are inseparable from the support of national policies, so is the education of higher vocational colleges. Therefore, as the most important higher vocational colleges in the education system, the country should actively give policy support to cultivate well-adapted talents for the society. In combination with their own development needs, vocational colleges have introduced corresponding encouraging policies for teachers in terms of professional title evaluation and job promotion. Through the improvement of scientific research ability, education and

teaching ability, they have designed scientific and reasonable evaluation system in the policies, so that teachers' initiative is constantly enhanced.

3.4 Higher vocational teachers promote teaching by competition to promote learning ability

In addition to the above practical measures for the development of vocational ability of teachers in higher vocational colleges, higher vocational colleges can also encourage teachers to actively participate in various skill competitions, from which they can accumulate educational experience and improve their professional ability. In other words, teachers can effectively improve their professional ability and students' education level by participating in various skill competitions [3]. Therefore, higher vocational colleges should actively encourage teachers to participate in various competitions to ensure that the education of college students is effective and good. For example, higher vocational colleges can cooperate with other colleges to establish representative competition activities and encourage teachers to take an active part in them. In this activity, teachers can communicate with other excellent teachers and promote teachers to improve their professional ability through fierce competitiveness. For another example, higher vocational colleges can also cooperate with other effective colleges to establish teacher exchange activities, so that teachers in colleges and universities can actively learn from excellent teachers' teaching methods according to their own actual conditions, and obtain educational experience from them, so as to ensure the effectiveness of teaching in higher vocational education.

4. CONCLUSION

To sum up, the education of higher vocational colleges is particularly important, and the professional competence of teachers is the most important. According to the analysis of the text, there are some deficiencies in the current situation of the development of vocational ability of teachers in higher vocational colleges. This paper also makes specific elaboration on this, and puts forward practical measures that can effectively solve these problems, in order to provide suggestions for reference.

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Research On the Application of Art Elements in Fashion Design

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Abstract: With the arrival of the new era, the field of fashion design has been widely valued by people. the application of different art elements in fashion design helps to promote the development of the fashion design field towards the direction of diversification, thus improving the overall quality of fashion design. At present, art elements have broad application prospects in fashion design, so it is necessary to strengthen the mining of art elements, so as to promote the development of fashion design field. This paper will discuss the application of art elements in fashion design.

Keywords: Art elements; Costume design; Application

1. INTRODUCTION

At present, the elements of Chinese art are becoming more and more diverse, and the costume designers also have a deep study of the elements of art. Applying the elements to the costume design can help to improve the overall level of costume design. For the clothing designers, the research of the element of art should be strengthened to realize the influence of the element of art on the clothing design, and then realize the innovation of the clothing design to enhance the influence of our clothing design.

2. THE PROBLEMS OF ART ELEMENTS IN COSTUME DESIGN

According to the current situation of costume design, some problems exist in the application of fine arts elements, and the quality of costume design cannot reach the expected effect. In order to highlight the characteristics of art elements, it is necessary to strengthen the study of fashion design, so as to enhance the influence of fashion design. In this regard, we should strengthen the research of fashion design and consider whether the application of art elements is reasonable, so as to enhance the application value of art elements.

2.1 The application of art elements is one-sided

In terms of the whole process of fashion design, many fashion designers' application of art elements is one-sided and do not give full play to the application value of art elements, resulting in low quality of fashion design and difficult to achieve the role of improving the level of fashion design. It is reflected in the following aspects: First of all, blindly pursuing the trend, without considering the connection between art elements and costume design, it is easy to produce the mismatch with the material, and then reduce the quality of costume design. Secondly, the application of art elements is relatively simple. Many fashion designers lack in-depth thinking in the application of art elements and often use common art elements, which leads to the loss of characteristics of fashion design, difficulty in gaining a firm foothold in the fierce market

competition, and failure to expand the development field of fashion design [1].

2.2 Improper handling of details

In fashion design, the application of art elements needs to pay attention to details, so as to enhance the application value of art elements. At the present stage, art elements have been applied in costume design. Integrating art elements into the color structure can effectively enhance the charm of clothing, so as to show the connotation of art elements. But at present, many costume designers do not pay attention to the details of the art elements, resulting in the connotation of the art elements can not be fully reflected. In the actual design process, many costume designers may lack rich practical experience and neglect details when using art elements, which leads to inadequate details processing, which is easy to reduce the application value of art elements.

3. THE APPLICATION OF ART ELEMENTS IN COSTUME DESIGN

With the arrival of the new era, people's aesthetic level continues to improve, prompting the field of fashion design to strengthen innovation, pay attention to the application of art elements, in order to achieve the effective unity of clothing style and art elements. In this regard, we should strengthen the excavation of art elements, integrate modern clothing concept with art elements, so as to improve the overall level of fashion design.

3.1 Ensure the unity of art elements and the overall style of clothing

At present, the social development is more and more diversified. In order to play the role of art elements in fashion design, it is necessary to ensure the unity of art elements and the overall style of clothing, so as to meet the needs of consumers. In the context of diversification, costume design has also been greatly innovated, and people have higher requirements for the pursuit of fashion. In order to gain market competitiveness, costume designers need to attach importance to the application of art elements, taking into account the fashion style and the overall style, so as to apply appropriate art elements. Although the Times are developing, people's aesthetic appreciation will not change dramatically. Therefore, costume designers need to consider various design points comprehensively and control fine art elements and the overall style of clothing in a unified way, so as to give play to the rendering role of fine art elements [2].

3.2 Optimize the details of clothing design

In view of the detail problems existing in the current fashion design, fashion designers need to constantly optimize and strengthen the control of the details of the

fashion design, especially the important parts of the clothing, such as shoulders, sleeves, collars, etc., which have a great impact on the quality of the fashion design. If the design quality of the important parts is improved, the clothing can obtain higher value. To attract more consumers. For the application of art elements, fashion designers should also consider the aesthetic and consumer psychology of consumers, and integrate diversified art elements into them, so that consumers can obtain different artistic enjoyment, and thus realize the improvement of the quality of fashion design.

Take the chest design as an example, which is one of the most widely used parts of art elements. Many costume designers will consider the audience group of clothing, such as teenagers will design some animals, figures and so on, middle-aged clothing will design some patterns, so as to promote the costume design more characteristic, so as to achieve a harmonious and unified effect.

3.3 Pay attention to the application of color

In addition to the style of clothing, consumers will also consider the color of clothing when buying clothing. Most people will choose the color that suits them. Therefore, many clothing designs have diversified colors to meet the aesthetic needs of most people. In the process of costume design, the application of art elements should also consider color, pay attention to the psychological needs of consumers, apply colors with enhanced artistic effect into it, and ensure the unity of color collocation and clothing style, so as to enhance the influence of costume design. For the application of art elements, fashion designers should also consider the design style and material of clothing and apply the most suitable art elements to ensure that the value and connotation of clothing design can be explored [3].

3.4 Strengthening the integration of modern technology

In the process of fashion design, designers should strengthen the application of modern technology, with the help of modern technology to enhance the artistic effect of fashion design, help to enhance the sense of detail of

fashion design, and then bring more diversified fashion design products for consumers. For designers, they should have strong technical ability, learn to use modern technology to dig diversified art patterns, promote clothing design to be more distinctive, realize the enhancement of the artistic value of clothing design, and help to give consumers more diversified visual feelings. Therefore, fashion designers need to strengthen the integration of modern technology, combine traditional art elements with modern technology, to ensure that fashion design can be more artistic effect, in order to meet the aesthetic needs of consumers.

4. CONCLUSION

At the present stage, the fashion design concept is more diversified, and the traditional fashion design forms have been innovated, among which the art elements are widely used. For fashion designers, they should pay more attention to the art elements, combine the current people's aesthetic needs and fashion design style to choose, and strengthen the study of modern technology, so as to improve their own level of fashion design. By innovating clothing design with the help of fine arts, the development prospects of clothing design will be broadened, and diversified clothing products will be presented for people.

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