

Research Article

Design and Production of Ceramic Products in the Context of Rural Revitalisation Innovative Research on Curriculum and Teaching Reform

Xiaobing Hu^{1*}, Ningning Zhai¹, Dan Xu¹

¹School of Fine Art, Anqing Normal University, Anqing, Anhui Province, China

*Correspondence to: Xiaobing Hu, PhD, Professor, School of Fine Art, Anqing Normal University, No. 128, Linghu South Road, Yingjiang District, Anqing, 246003, Anhui Province, China; Email: 1976hxb@163.com

Received: July 11, 2023 Revised: September 5, 2023 Accepted: September 15, 2023 Published: November 3, 2023

Abstract

Objective: The study of teaching reform and innovation of ceramic product design and production course under the strategy of rural revitalisation was an important topic involving curriculum, teaching methods and means, which requires scientific formulation of programmes, optimisation of the curriculum, and strengthening of the teacher team construction in order to make the course more distinctive. In the context of rural revitalisation, it was of great practical significance to reform and innovate the ceramic product design and production course, and put forward specific proposals to serve the local economy and industrial development.

Methods: Using the research method of research and classroom teaching evidence, we pointed out that the ceramic product design and production course was based on the pattern of local culture and economic development, and we used the corresponding strategies to optimise and set up the course.

Results: After a series of optimisation and adjustment of the course, the course had achieved better results in social service function and diversification of talent training mode, broadened students' horizons and professional practice skills, and achieved remarkable results in various practice competitions, while also provided ideas for collaborative innovation of industry-university-research in the ceramic industry.

Conclusion: Rural revitalisation encompasses industrial revitalisation, talent revitalisation, cultural revitalisation, organisational revitalisation and ecological revitalisation. It had not only brought great changes for the Chinese countryside, but also created opportunities for other industries and businesses during the implementation of this strategy. As the education for the country's education, through effective reforms and innovations to the rural revitalisation of the background, deepen the teaching content at the same time, but also for the rural revitalisation of the high-quality development of the opportunity to bring. The organic integration and interaction of the two would have a good effect on the socio-economic and cultural development.

Keywords: ceramic product design and production, course teaching, reform and optimization

Citation: Hu X, Zhai N, Xu D. Design and Production of Ceramic Products in the Context of Rural Revitalisation Innovative Research on Curriculum and Teaching Reform. *J Mod Educ Res*, 2023; 2: 11. DOI: 10.53964/jmer.2023011.

1 INTRODUCTION

With the continuous progress of China's economy, rural revitalization strategy continues to promote the rural areas to bring new opportunities for development, the beautiful countryside is not only focused on the three rural issues and create a beautiful living environment, but to become a collection of ecological aesthetics. Health tourism, green environmental protection and other factors in one. Ceramic products, for daily use, furnishings, tourism cultural and creative artworks, as a traditional handicraft with different shapes and green characteristics, could be a good integration of cultural elements in the beautiful countryside, making it a sought-after product in rural revitalization. The construction of ceramic product production and design courses in colleges and universities should be adapted to the needs of the new period of rural revitalization strategy, which plays a key role in the reform and innovation of ceramic product design and production courses in colleges and universities. Seizing the opportunity of rural revitalization strategy could promote the innovation of ceramic product courses, which was conducive to the promotion of ceramic product design and development of a better landing, and at the same time help the ceramic product courses in colleges and universities and local kilns of the University of Industry and Research Substantial development. In the construction of rural revitalisation, the ceramic products course into a collection of culture, environmental protection, products, ecology in one of the design and innovation of fine arts courses, which itself has an important practical significance.

Many scholars have done in-depth research in this area, mainly from the perspective of design to explore the rural revitalisation strategy under the cultural and creative products to help farmers mode, in-depth excavation, inheritance and innovation of the excellent traditional local culture, the protection, inheritance and development and use of a combination of Chinese agricultural civilization to give a new era of connotation, and applied in the design practice of Pinggu District, to help the development of rural primary and tertiary industries. The study explored the local characteristics of cultural and creative industries as well as the ideas, methods and ways of local characteristics of cultural. and creative product and creative product design innovation, highlighting the important role of emotional value to enhance the local characteristics of cultural and creative product design^[1]. Some scholars believed that cultural and creative is one of the important ways of rural revitalisation, which improves the efficiency of rural economy and enhances the propaganda construction of rural culture. They analysed the results of the construction of cultural and creative products

under the background of rural revitalisation in the form of cultural and creative presentation of ethnic minorities, and put forward the construction principles of rural cultural and creative design^[2]. Some scholars believed that highlighting the purposeful role of rural revitalisation, strengthening the consolidation of ceramic characteristics of the role of the pillar industry, accelerate the upgrading of the ceramic industry, with the face of the countryside to promote the development of the countryside with all its strength. The use of ceramic culture to help rural revitalisation work, has been the key to explore the precise poverty alleviation strategy, to solve the problem of insufficient development of ceramic cultural resources, protection of ceramic cultural resources carriers, strengthen the rural ceramic culture education^[3]. In addition, related research has also focused on the development of ceramic industry empowered by rural revitalisation, contemplating about how to improve rural rejuvenation efforts, nurture successors, and assist designers in better participate in the protection of intangible cultural heritage, and to achieve the revitalisation of the countryside on this basis^[4,5].

In addition, in the context of rural revitalisation, scholars believed that tourism products are the core of the tourism industry, in-depth study of the spatial and temporal development of natural resource tourism product development is of great significance to understand the regional tourism development law and the formation of tourism cities and rural revitalisation^[6-8]. These studies all put forward good research ideas, but how to combine rural revitalisation in the ceramic products course to carry out curriculum construction and cultivate application-oriented talents was currently a problem that colleges and universities need to focus on, which is also the concern of this paper.

2 BACKGROUND OF CURRICULUM DEVELOPMENT

In the current context of rural revitalisation, the transformation and upgrading of the ceramic industry to create new development models meet market demands and local employment needs were urgent problem. And talent was the primary productive force. In the course of ceramic product design and production, teachers should guide students to understand and master the relevant theoretical knowledge, and actively guided students to participate in practical activities through various channels to solve problems. Furthermore, the teaching content should be innovated from the actual situation of the development of the local ceramic industry. In teaching, teachers should incorporate relevant practical experiences and case studies in their explanations and applications.

In the theoretical teaching process, the practical aspects should be actively integrated. Students should gain a deep understanding of ceramic technology and production principles and other knowledge related to ceramic cultural connotations, etc.; During the experimental process, innovative design ideas should be actively encouraged, such as group cooperation, group discussion, etc.; In the practical training the appropriate subject matter should be choose. Based on this, to stimulate students' innovative thinking and spirit of inquiry, to stimulate their passion for relevant professional knowledge and interest in learning. In addition, by establishing the integrated "industry-university-research" mechanism, to achieve the demands of the professional talents, discipline construction and integration of industry and education and other aspects. This will enable the profession for the local economic and social development to provide intellectual support and talent protection.

2.1 Strengthening the Functions of Social Services

The social service movement began with the founding of the Toynbee Service Institute in London, England, in 1884 and the Hull House Service Society on the West Side of Chicago in 1889. Social service improves and develops the services provided by members of the community for their well-being, such as clothing, food, shelter, transportation and utilities. Social service, together with the cultivation of talents and the development of science, constituting the three major functions of modern universities, which are both the basic functions of colleges and universities and the main form of service to society^[9]. In the new era, to meet the national demand, strengthen the social service function and promote the deep integration of industry and education. Colleges and universities should take the initiative to support the needs of local economic and social development, and promote the coordinated development of talent cultivation, scientific research and social service; at the same time, they should further expand the channels and fields of academic discipline construction, improve the level of academic discipline construction, and give full play to the important roles of talent cultivation, scientific research and think tank consultancy. Colleges and universities should take the initiative to understand the industry dynamics and business needs, the ceramic industry as an important teaching and training base construction, the introduction of technical personnel as "part-time teachers", in turn, but also for local enterprises to provide technical consulting and training services. In addition, the school can actively apply for projects and other forms to strengthen its social service function: for example, on the one hand, to obtain some ceramic-related research projects and topics, constantly in-depth local research, to understand the current situation of local economic development, industrial structure, and policy support orientation, etc.; On the other hand, through the construction of school-enterprise

joint laboratories and other forms of strengthening the enterprise engineers and production management staff and training to improve their innovation capabilities. Besides, through the construction of university-enterprise joint laboratories and other forms, strengthen the training of enterprise engineers and technicians and production management personnel to improve their innovation ability, business level and management ability; finally, it can also help enterprises to solve the technical problems encountered in production and so on.

2.2 Focus on the Quality of Staff Training

The curriculum system is an important content of professional construction, which plays an important role in cultivating students' practical ability and innovation ability. In the current new situation, the curriculum system should keep up with the development needs of the times, so that the teaching content is more abundant and contemporary. Due to the comprehensive and cross-cutting characteristics of ceramic product design and production courses, the teaching content of the course included the basic theoretical knowledge of the profession and the practical application of many aspects, teachers must be in the daily teaching process to conduct in-depth research and analysis of the theory of the profession and the practical operation of the profession and the combination of all aspects of the requirements of the students teaching guidance, and the local ceramic industry was closely integrated to provide intellectual support for local economic and social development and practical ability and innovation, and provide intellectual support for local economic and social development. Local economic and social development to provide intellectual support and talent protection.

In the actual teaching process should be based on the actual situation to continuously improve and update the curriculum system, the "industry-university-research" integration mechanism into the training of talents. This made it become one of the effective ways for universities to serve the community and economic development, to improve the quality of personnel training, to achieve the school's goal of building a distinctive and high-level applied university. To laid a solid foundation for realizing the University's goal of building a high-level applied university with distinctive features.

2.3 Encouraging Synergistic Development between Industry, Academia and Research

Colleges and universities should take the rural revitalization strategy as an opportunity to promote the joint development of "industry-university research", which can be carried out in the following three aspects: First, colleges and universities need to actively participate in the production of enterprises and analyse the demand for their products, and then dock with the enterprises in a timely manner to optimize the professional talent training program;

Second, colleges and universities should fully take into account the relationship between the local industrial structure and the development level of the local economy in the development of talent training program; Finally, universities should fully play their own advantages to help the local establishment of a perfect talent training system; Finally, schools can also develop some incentives to encourage students to actively participate in social practice.

During the implementation process, the measures were more diverse, mainly through the implementation of teachers to the countryside, taking old with the new and other ways to play the role of “pass on”; In the graduation internship students should be oriented to the needs of enterprises to guide them to the relevant course content to learn; Also could through the organization of teachers and students to go out to study and study, and organized all kinds of activities inside and outside the school to promote local economic and social development and so on. It was also possible to promote local economic and social development by organising study tours for teachers and students and other various activities inside and outside the school.

In short, in the context of rural revitalization, the teaching reform and innovation research of ceramic product design and production courses required the joint efforts of schools, teachers, enterprises and students to be successfully completed. Only in this way we could cultivate more excellent practical talents to meet the needs of society.

2.4 Strengthening the Construction of Off-Campus Practical Teaching Bases

Ceramic product design and production course was a highly practical profession, the course included the material process, pattern design, decoration techniques and other aspects of knowledge, which required students to be able to theoretically linked to practice, the theoretical knowledge learned in practice^[10]. In addition, the construction of an off-campus practice teaching base was also an important part of the practice teaching of ceramic product design and production courses. Schools should establish a series of perfect, systematic and reasonable off-campus practice teaching system. Both the on-campus practice teaching base and the off-campus practice teaching base should set up relevant subject projects and incorporate them into the school’s experimental teaching. Students could do production training in on-campus training bases, and also could go to off-campus training bases for on-the-job training, which was not only conducive to cultivating students’ practical ability, but also conducive to students’ understanding of enterprise culture and management concepts, etc., while off-campus training bases could provide students with a good practice platform.

Colleges and enterprises could develop new products

with local characteristics jointly and industry characteristics of ceramics, in some regional tourist attractions to build ceramic cultural exhibition space, the local characteristics of ceramic products and modern art combined as a tourist souvenirs for sale or displayed in tourist attractions for tourists to visit and consume. This could not only expand the teaching content of ceramic product design and production course practice, but also expanded the scope of teaching time and space.

3 OPTIMISING THE PRACTICE OF TECHING CONTENT AND MODE

3.1 Optimisation of Teaching Content

Rural revitalization strategy of ceramic product design and production course teaching content optimization and innovation, in the curriculum was mainly reflected in two aspects: On the one hand, in the teaching content should focus on knowledge updating, highlighting the close integration between curriculum teaching and social needs, such as rural revitalization strategy, combined with the development trend of “Internet +”, open ceramic product design and production-related lectures, explaining to students the impact of “Internet +” on modern ceramics, ceramic product design trends and cultural heritage and innovation. On the other hand, the teaching content should pay attention to cultivating students’ innovation ability, “theoretical knowledge + practical experience” organically combined. Practice shown that this teaching mode had greatly mobilised students’ learning enthusiasm and initiative, which not only achieved the effective combination of theoretical knowledge and practical experience, but also strengthened the training of professional skills. In addition, it could combine with the strategy of rural revitalization of local economic development requirements of the targeted setting of relevant course content, added the module courses of ceramic product design and production courses cultural heritage. In the development of the curriculum module, consciously exploit some carry forward the local traditional culture and national spirit and other aspects of the special lectures as well as pottery as the theme of design and production of ceramic handicrafts, etc., Through the optimization of teaching content and form of this module of the curriculum and innovation, was conducive to broadening the knowledge and vision of students, to enhance the interest in learning and motivation, to improve the overall quality of students, to enhance the construction of teaching staff and comprehensively improve the level of teachers, and to promote the heritage of ceramic crafts and the development of local economy. And then promoted the ceramic craft heritage and innovation, enhance the characteristics of cultural connotation.

Specifically, the teaching content was carried out from following points: First, the understanding and expression of cultural elements of rural revitalization were integrated into the cognition of ceramic product design and production,

and the project-based teaching realized the integration of industry and education.

The cognitive module of ceramic product design and production usually introduced the development and current situation of ceramic products in terms of the evolution of product shapes, the connotation of ornamentation and the aesthetics of glaze colour. On this basis, the project study also introduced the background knowledge, concept and cultural connotation of rural revitalization, and implements project-based teaching from the beginning of the course, not only to recognize the learning objectives of ceramic product design and production, but also to understand and refine the cultural connotation and extension of rural revitalization, and to prepare for the next step of ceramic product design and production of the beautiful rural elements in the preparation.

Secondly, the ecological concept of rural revitalization was introduced into the ceramic product design and production course, and the symbols of the beautiful landscape elements were integrated to achieve the innovative design of the course.

The ceramic product design module usually started from daily use, furnishing or cultural and creative products to carry out the design process from design sketches - production drawings - effect drawings for a certain theme. The theme research on this basis would be the ecological concept of rural revitalization throughout, the use of green design principles, not only focusing on the elements in the product shape, decorative embodiment, but also on the future production process to save raw materials, reduce the number of unnecessary process steps, packaging materials, such as environmental protection.

Thirdly, the concept of technological intelligence applied to the teaching means of inheritance and innovation, advanced VR equipment to help ceramic product moulding, firing practice.

Ceramic product production module would usually be from the manual moulding, to carving decoration, then glaze, and finally into the kiln firing four steps sequential operation. The subject of research on this basis would be the concept of scientific and technological intelligence to implement the whole process, the danger of high, high operating difficulty of the kiln firing link to prepare for the development of VR simulation kiln firing system, made full use of modern technology simulation, safety, fun, so that students could repeatedly practice, and the firing of the heating period, the holding period and cooling period of the various operating points to find out feel thoroughly, laying the foundation for the field operation.

Finally, green, civilised network of new media marketing

to help ceramic products showed the achievements of ceramic tourism and cultural and creative products of communication and dissemination.

Ceramic product display module usually started from shooting product structure, displaying effect diagram, and then producing product description book and product packaging and other ways to static display. On this basis, the research would implement the concept of green civilisation of rural revitalisation, and teach students to use Shake, Shutter, Taobao live and other online new media platforms to carry out dynamic display of the operation process and traffic diversion methods. Effectively achieve the communication and promotion of ceramic tourism and cultural and creative products on the basis of static display.

3.2 Innovations in the Reform of Teaching Models

In order to avoid the homogenization of the teaching mode, teaching and practice teaching was closely integrated, fully mobilize students' learning enthusiasm^[11,12], could be used according to different professions with different teaching modes. In the ceramic vocational courses, according to the ceramic speciality of different directions and levels, chose a variety of teaching modes. For example, ceramic product design and production could be divided into: art design, ceramic craft, architectural decoration and other professional direction of the curriculum system; It also could be integrated and innovated in some emerging disciplines, such as the application of the field of digital media art. This curriculum system and teaching content should be reformed according to the needs of the industry and the needs of enterprises, so as to fully mobilize students' enthusiasm for learning and improve students' innovation and creativity.

In addition, innovation and entrepreneurship education could be introduced into curriculum teaching. When combined innovation and entrepreneurship education with ceramic product design and production courses, the following points should be considered: First, innovation and entrepreneurship education should be carried out in combination with the current national economic development strategy and local economic development needs; Second, given full play to the disciplines and specialties advantages of local colleges and universities and the advantages of regional resources; Third, the innovation and entrepreneurship platforms and activities should be used to deepen students' understanding of the connotation of innovation and entrepreneurship education; And finally, it was necessary to establish the relevant innovation practice bases to promote the projects, turn them into achievements and improve the quality of talent cultivation.

In short, "teaching mode reform and innovation" was an important research content in the teaching reform of colleges and universities under the strategy of rural

revitalisation. The above reforms reflected the new requirements and challenges of the rural revitalization strategy for talent cultivation in colleges and universities.

4 STRENGTHENING THE PRACTICAL ASPECTS OF THE PROJECT

Ceramic Product Design and Production was a practical course, in order to enable students to apply the theoretical knowledge learned in real life, the practical aspects need to be strengthened. Ceramic product design and production was a complete process, including design, material selection, modelling, process treatment and other aspects, which required teachers to focus on cultivating students' practical ability and practical ability. In the classroom, let students did more experiments, strengthened the importance of practical aspects, through the experimental class to deepen students' understanding of the theoretical knowledge learned, and improved students' ability to comprehensively apply.

Teachers in the arrangement of post-course assignments should focus on the students for the cultivation of practical ability. In the classroom, teachers should guide the students to do more experiments, using experimental projects as class assignments, so that students themselves hands-on operation, as a way to deepen the understanding of the theoretical knowledge learned.

As ceramic product design and production was a practical course, teachers should focus on strengthening the practical aspects of teaching work, so that students had more opportunities to participate in the actual project to exercise practical ability and innovation.

4.1 Strengthening the Integration of Theory and Practice

Theory and practice were intertwined, theory was the basis of practice and practice was a test of theory. The Ceramic Product Design and Production course provided a perfect learning platform for students to apply what they have learnt in real life. But this was only a theory, it would take a long process to apply it to real life. Therefore, teachers should focus on combining theory and practice so that students could learn the knowledge and improve their practical skills better. In the process of classroom teaching, teachers should pay attention to encouraging students to apply what they had learned to real life, so that students could realise what they have learned. In the classroom homework, let the students actively participate in it, used the spare time to make a ceramic work to solve the problems encountered in classroom learning. For example, teachers could guide students to design and produce ceramic works in their daily life to improve their practical ability. Therefore, it was necessary to strengthen the combination of classroom teaching and extracurricular practice to better

cultivate students' professional ability and creativity.

4.2 Focus on Teacher Training

Ceramic Product Design and Production course had a certain degree of practicality, teachers must not only have high professional quality, but also have strong practical ability^[13]. Teachers must not only have basic professional knowledge and skills, but also have some practical ability. For this reason, the school can invite some people who work in related industries to give on-site guidance to the students. Because the course of "Ceramic Product Design and Production" was a practical course, you can hire some practical experience from the enterprise to guide the teaching, which was conducive to the training of a group of excellent teachers with excellent quality and high ability. Schools should strengthen the training of young teachers, organise their systematic learning and training work, provide young teachers with opportunities for training, observation and learning, and encourage young teachers to go to enterprises to practice. Strengthen the construction of teaching staff in a variety of ways, allow professional teachers and enterprise experts to communicate and cooperate, can effectively improve the practical ability of students, provide students with more opportunities to cooperate with enterprises for practical training, and encourage students to participate in scientific research projects to train themselves.

4.3 Focus on the Translation of Learning Outcomes

As the design and production of ceramic products was a practical course, students should focus on the implementation of the results in the practical process. Students' design results were applied in real life, so that students can apply the theoretical knowledge they have learned in real life. At the same time, teachers should also pay attention to guiding students in the process of practical problems, solve students' problems in a timely manner to help them improve their practical ability. In order to better transform the classroom teaching results into social application value, teachers should focus on guiding and motivating students to apply the knowledge learned in the course to real life, for example, in the teaching process of ceramic product design and production course, the teacher can take "rural revitalization under the background of ceramic product design and production" as the topic of a thematic class meeting, for example, in the teaching process of ceramic product design and production course, the teacher can hold a thematic class meeting on "ceramic product design and production in the context of rural revitalisation", and let students participate in practical activities after class, and submitted a survey report after the activity. Teachers should regularly guide and evaluate them to encourage students to continuously improve their practical ability and overall quality, so as to enhance their practical ability and innovative thinking, so as to promote

students to better accomplish the teaching task.

5 “ORDER-BASED” STAFF TRAINING

Rural revitalization strategy in the context of talent was the key, especially for the ceramic profession, enterprise participation in talent training was to promote the development of the industry is an important link, only with the docking of enterprises to better realize the “order type” talent training. In the teaching process of ceramic product design and production courses, we should combine the industry demand and professional characteristics, reflect the industry demand and professional characteristics. Teaching content should be closely related to the course objectives and cooperation with enterprises, according to the needs of enterprises to develop talent training programmes and training programmes. Throughout the teaching process, students should be informed about relevant employment prospects, job content and other aspects of information, and the employment situation of graduates should be tracked in a timely manner. Enterprises in the talent training process according to their own requirements and the characteristics of students to develop appropriate talent training programs, training programs. On this basis, a series of school-enterprise cooperation activities should be carried out to help students achieve better employment. At the same time, for some students with certain practical ability and strong practical ability, we could also provide more opportunities to participate in competitions or practical activities, and encourage them to participate in practice to improve themselves. Through the “order-based” talent training mode of ceramic professional curriculum teaching reform and innovation research work, for the community to provide more high-quality, application-oriented, skilled ceramic professionals.

5.1 Develop a Talent Development Plan that is Compatible with the Rural Regeneration Strategy

In the context of the rural revitalisation strategy, talent training must also change accordingly. In the past, the talent training of many enterprises was formulated to solve a specific aspect of the problem, and mainly focused on enterprise management personnel. Now, with the adjustment and upgrading of industrial structure, enterprises also had higher demands for professional talents and need to specialise in serving them. This required comprehensive colleges and universities in the teaching process to follow the development of the industry, took market demand as the starting point, develop a talent training programme that was compatible with the industrial structure, but also combined the actual situation of the school, adjust the curriculum and teaching content.

5.2 Creation of a Platform for School-Business Cooperation and Development of Specialities

Strengthening school-enterprise cooperation and the

construction of specialties, carrying out school-enterprise cooperation and exchange, school-enterprise cooperation in practice, was an effective way to implement the “strategy of rural revitalization” of comprehensive colleges and universities. Through enterprises, industry experts and other in-depth understanding of rural revitalization of the background of the ceramic industry on the demand for talent, combined with their own advantages and characteristics of professional construction planning and development goals. On this basis, to further build a platform for school-enterprise cooperation, through the school and enterprises to jointly create specialties, strengthen communication between the school and enterprises, and promote better integration of students into the enterprise to learn, and cultivate high-quality application-oriented, skill-oriented talents. These students were encouraged to participate in relevant professional competitions to continuously improve themselves, and relevant industry experts and enterprise leaders were invited to the school to give lectures. Through these activities to enable students to better understand and master the development trend of the ceramic industry, ceramic industry demand for talent, development trends and other aspects of knowledge, in order to lay the foundation for the future engaged in related work.

5.3 Deepening the Integration of Industry, Academia and Research, and Conducting Scientific Research and Development

The development of “industry-university-research integration” was an important reform of China’s higher education, and it was the main form of cooperation between China’s universities and social enterprises. The “industry-university-research integration” mode had proven to be an important way for Chinese universities to improve their own development level, and at the same time, it was an effective way to promote the common development of universities and enterprises. Through the “university-industry-research integration” mode, could realize the complementary advantages of the two sides in talent training, technological innovation, social services, etc., was not only conducive to improving the talent training mechanism, to promote the cultivation of high-quality applied talents, was also conducive to the two sides of the transformation of scientific research results, to promote the integration of the process of industry-university research. Specifically for ceramic majors, you could carry out student innovation and entrepreneurship project research work, carry out ceramic product design work, new technology, new technology applied to ceramic product design. Colleges and universities could according to their own needs or social development needs to invite enterprises to participate in the school to carry out scientific research projects, by the enterprise to provide equipment, funds and personnel and other aspects of support. School through the project research and development of universities, enterprises, research

institutions and other parties to integrate resources together to build a win-win cooperation mechanism. In addition, in the process of scientific research could also sign an agreement with the enterprise to ensure the interests of both sides, so that both sides could work more closely together, and promote the transformation of scientific research results into productivity and economic benefits.

6 CONCLUSION

The reform and innovation of ceramic product design and production courses in the context of rural revitalisation not only provided students with a more comprehensive professional practice teaching system, cultivated more innovative and applied talents, made appropriate contributions to the development of the local ceramic industry and cultural industry, but also had practical value and significance.

Acknowledgements

This study is the research result of the teaching research project of Anqing Normal University, "Innovative Research on Teaching Reform of Ceramic Product Design and Production Course in the Context of Rural Revitalization" (No. 2021aqnujyxm05).

Conflicts of Interest

The authors declared no conflict of interest.

Author Contribution

Hu X designed the concept. Hu X and Xu D supervised the work. Zhai N performed the data analysis. Hu X drafted the manuscript. All authors contributed to writing the article, read and approved its submission.

References

- [1] Liu P, Liu K, Wu X et al. Design Practice of Local Cultural and Creative Products under the Rural Revitalization Strategy [In Chinese]. *Packag Eng*, 2022; 43: 359-365.
- [2] Liu J, Lu X. The Background of Rural Revitalization: A Case Study of Qiang Ethnic Group in Aba Area [In Chinese]. *Design*, 2022; 35: 11-13.
- [3] Qiu T, Liu G, Nie W et al. Development of Jingdezhen ceramic culture to help rural revitalisation strategy [In Chinese]. *J Smart Agr*, 2023; 3: 56-58. [DOI]
- [4] Zhang J, Liu A, Chen Y. Research on the inheritance problem of Yaozhou porcelain under the strategy of rural revitalisation. *New West*, 2019; 27: 36-40.
- [5] Wu C. Investigation on the present situation of ceramic firing technique in Cidonggou earthen kiln in Enshi, Hubei Province--On Rural Revitalization and related issues [In Chinese]. *J Inner Mongolia Arts Univ*, 2020; 3: 14-22.
- [6] Ma X, Yang X. Spatial Evolution of Tourism Product Development and Rural Revitalization in Zhangjiajie [In Chinese]. *J Jishou Univ (Social Sci)*, 2018; 3: 48-58. [DOI]
- [7] Zhen Y, Guan Z. Discussion on rural cultural and creative product design in Hebei Province under rural revitalisation strategy [In Chinese]. *South China Agr*, 2021; 1: 147-148. [DOI]
- [8] Wen J, Guo Y, Yang Z et al. Research on tourism product development of Luocun ancient village under the background of rural revitalisation strategy [In Chinese]. *Rural Econ Sci Technol*, 2019; 17: 127-130.
- [9] Wang X. On the Expansion of Social Service Functions of Local Universities [In Chinese]. *China High Educ Res*, 2007; 8: 16-17. [DOI]
- [10] Jiang M. Strategies for improving the effectiveness of junior high school mathematics teaching in the context of "double reduction". *Examination Weekly*, 2022.
- [11] Zhang W, Pian R. The use of case teaching in teaching adult accounting in colleges and universities [In Chinese]. *J Shanxi Financ Econ Univ (High Educ Edit)*, 2009; S2: 3.
- [12] Li M. Exploration on the reform of teaching system of decorative materials and construction course [In Chinese]. *Educ Obs*, 2022; 11: 128-121.
- [13] Wu J. Exploration of cross-border e-commerce talent cultivation based on modern apprenticeship system [In Chinese]. *Jiangsu Educ*, 2022; 92: 29-32.