

Study on the inheritance and practice of tujia brocade in colleges and universities-take the talent class of Zhangjiajie college as

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Abstract. Tujia brocade is a folk handicraft of regional culture with Western Hunan characteristics. Through the combination of folk crafts and talent courses of college students, students can deepen their understanding of Tujia brocade folk crafts and feel the unique charm of folk crafts in practice; And inherited the intangible cultural heritage. Tujia brocade has been handed down to this day. It has not only been simply applied to bedding, dowry and other elements, but has left beautiful footprints in various fields such as packaging design, home design, modern clothing design and logo design. Tujia brocade has been integrated into the teaching of talent courses in Colleges and universities through the practice of teaching and skills, Enhance students' practical ability and feel the edification of the charm of folk culture, and better inherit and innovate Tujia brocade products with the help of the advantages of young students.

1 Introduction

Through the tujia brocade talents in colleges and universities teaching, further stimulate students of national intangible cultural heritage: the tujia brocade's interest, enhance students' practical ability, experience of tujia brocade technique in person at the same time, feel the charm of folk culture, make its shoulder carry forward the national characteristic culture, inheritance tujia brocade technique, It also adds a new pleasure to the talent course in colleges and universities, so that the Tujia brocade can be better integrated into the life of contemporary people and get better development.

2 Tujia brocade in colleges and universities to develop the feasibility of talent courses

2.1 Reasonable teaching system

Tujia brocade textile may be more boring for contemporary college students, especially for a long time sitting on the loom weaving, appreciation may produce bored psychology,

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therefore, teachers in teaching should make reasonable teaching system, how to appreciate the tujia brocade, tujia brocade and recognition, then would you like to go to textile drawing time, step by step. Arrange the time for appreciating the loom and the excellent brocade products reasonably. Students can exchange the loom weaving with each other.

2.2 Vivid classroom teaching

For the boring, traditional textbook teaching method is not suitable for the tujia brocade course teaching, weaver girls sit on the loom for a long time, inevitably will be back pain, for the love of moving students must be unable to bear the loneliness of boredom, naturally also tujia brocade not interest. The teachers of Tujia Brocade in the college are approachable and often get along well with the students as friends. The tujia brocade technique pays attention to practice, and no matter how much teachers show in multimedia, it is useless. After the completion of the work, organize students to communicate with each other, appreciate the work, learn from each other.

2.3 Novel teaching content

Traditional Tujia brocade has bedding, embroidered shoes, clothing and other products, but in recent years, tujia brocade cultural and creative products suddenly emerged, interior space, trendy clothing design, daily necessities, office supplies, daily necessities, etc., in different forms. From traditional to innovative, and recognized by the public, this is the innovation in the content of Tujia brocade. It retains the traditional brocade element symbols, extracts modern fashion elements, and innovates tujia brocade products. In the teaching of tujia brocade talent course, the college encourages students to design innovative patterns of Tujia brocade independently according to their preferences, combining with The Times and life, and the style of pattern content is not limited.

2.4 Rich extracurricular practice

During the vacation, students organized themselves or teachers led a team to experience the prosperity of Tujia brocade in Longshan County Laoche River, experience the simple style of Tujia people, feel the cultural influence of Tujia brocade; Visit the Tujia brocade inheritors, listen to their aspirations; Go out to various major museums for internship, research, see the tujia brocade related products collected by the museum, broaden my vision, open my mind, look for design inspiration.

3 Teaching objectives

Through the concept of tujia brocade, pattern content and color understanding and learning; Understand the tools and use methods of Tujia brocade, master the use of loom weaving, learn plain and twill weaving of Tujia brocade on the basis of weaving; Through the study of the weaving skills of Tujia brocade, understand the technological characteristics of Tujia brocade; Try to design new tujia brocade pattern and apply it in modern design. While cultivating students' interest in Tujia brocade, they should experience and feel the cultural edification of folk handicrafts in practice, better inherit tujia brocade skills, and strengthen students' enthusiasm in learning traditional brocade skills. Teachers should adopt appropriate teaching mode, open students' creative thinking, support creative design, and improve the teaching level and creative thinking of tujia brocade talent course.

4 Teaching emphases and difficulties

4.1 Teaching Focus

In practice teaching to train students to master tujia brocade skills and design principles; Through the subject design to understand the concept of tujia brocade pattern design, appropriate to be used in modern design.

4.2 Teaching difficulties

The weaving process requires repeated practice of brocade skills, and the use of composition, color collocation, element symbols and other content.

4.3 Teaching content

The teaching method of recognizing - copying - creating - displaying is adopted.

5 Publicity and achievement display

Inheritance of Tujia brocade is not limited to the opening of talent courses in colleges and universities. Nowadays, the trend of the Internet is the trend of live streaming with goods and drainage. With the help of Apps such as Douyin, Bilibili and Weibo, short video operations and online teaching of brocade are carried out to actively promote the Tujia brocade has gradually integrated into the Internet of the new era. Carry out wechat public account, operate public account, make Tujia brocade innovative, creative and popular.



Fig. 1. Students' tapestry works.

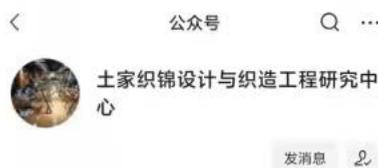


Fig. 2. Tweets on wechat official account.

6 Class feedback

According to students' classroom feedback survey, half of the students show the tujia brocade has a keen interest in and said he still hopes to be able to continue to study tujia brocade technique, this course is course of 20 people, the total number of boys and girls, brocade teaching not only confined to the girl, for boys are also actively involved in, there

are two classmates or from the home of the tujia brocade longshan county, I know more about brocade and have different emotions.

7 The conclusion

There are still some shortcomings in the inheritance of Tujia brocade. Tujia brocade talent teaching should be carried out in colleges and universities to cultivate students' interest in traditional brocade skills and better inherit tujia brocade skills. On the basis of inheritance, we should continue to innovate, keep pace with The Times, use tujia brocade elements, deconstruction, reorganization and modern fashion elements to design practical products for people.

Digital under the background of new era, the education mode and contents are no longer constrained by the textbook teaching, is a diversified trend of present tujia brocade is a skill that needs to begin to be realized, especially pay attention to the practical operation ability, therefore, teachers should try to adjust the class mode, to maximize the classroom efficiency, learning efficiency. Tujia brocade has a long history of development, with the development of era, brocade art has not been a good pass, or to pay attention to, who will be a skill into the classroom, through the students' learning, constantly present design works of brocade in the age of sexual or products, let the men, women, and children understand this course and skill, strengthen the contemporary people of tujia brocade recognition and popularity, The most important thing is to inherit the intangible cultural heritage -- Tujia brocade, so that the excellent traditional culture is reflected in the new era, so that it will continue to live in the long river of national characteristics of culture.

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