Innovative Research on Teaching Concepts of Clothing Education in the Transition Period of Clothing Industry under Informatization

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Abstract: The clothing industry in China has developed rapidly in recent years; the emergence of new technologies and new crafts has made the traditional clothing industry face new market environmental and competitive situation. The concept of innovative education has practical significance in the reform of the clothing industry. In the view of this, this paper analyzes the significance of informatization in the transition period of the clothing industry, expounds the measures of innovative education and teaching concepts and promotes the healthy and sustainable development of the clothing industry in China.

1. Introduction

Under the background of transformation and upgrade of the informationized clothing industry, the transition of the clothing industry will inevitably cause changes in the market demand for talents. There are some problems in the teaching of clothing major in local engineering colleges, such as the disconnection between practice and teaching content and the content of teaching does not meet the market demand, which makes it difficult for students to adapt to the job after graduation. It requires the clothing profession to improve the teaching mode. The main channel for the support of human resources in the clothing industry is the training of colleges and universities. The local colleges and universities professionally update the concept of education and teaching, timely adjust the training mode and program of talents, break the display of traditional teaching mode and promote the improvement of the talent qualities of clothing industry.

Introduce the "Internet +" development mode in the clothing economy, which is helpful to achieve its own transition and upgrade. The survey results of authoritative organizations show that the Internet has the characteristics of strong inclusiveness, comprehensive content and unique service. Most of the Internet information will be open to the public. People can use the terminal to search for relevant information and data online. They can use the existing data and information to select clothing product types and pricing, etc. At the same time, they can also understand the relevant policies formulated by the state in time and adjust the structure of apparel products in time. It's full of information from all industries on the Internet. Except the basic information of clothing development, it also includes processing industries, manufacturing and other contents, covering almost everything you want to know. People can understand the current situation and development trend of a certain product through the Internet to formulate production plans and promote the development of clothing modernization.

The Internet can use various new technology products flexibly and present them to the audience through the online platform. People can find suitable development methods from that to improve the efficiency of clothing production. The rational use of the "Internet +" clothing mode can not only reduce the production costs of human, but also improve the clothing efficiency. Using Internet technology in modern clothing production can obtain market information in a timely manner. At this stage, the market environment China is rapidly changing. Only by improving the flexibility of response can we gain the advantage in the fierce market competition. People can save cost, simplify procedures and increase the speed of circulation of clothing products by establishing an online trading platform. With the rapid development of information technology, the speed of upgrading the

clothing products in China is also accelerating. It can continuously improve the economic benefits of clothing. In the era of big data, modern clothing industry is developing rapidly. Use Internet technology to achieve leapfrog development, transform the traditional clothing mode into technical and finally realize the development of modern clothing economy.

2. The Status Quo and Problem of Clothing Education under the Informationization

2.1 The Status Quo of Clothing Education.

With the continuous expansion of enrollment in colleges and universities, the quality of education students has gradually deteriorated, and the foundation of college students' clothing knowledge has become worse. Most of the students think that clothing will have little effect in future work and lack the enthusiasm and initiative of learning. In addition, some colleges and universities have not reformed the clothing teaching mode yet, which makes the teaching content single and the teaching quality of the clothing curriculum continue to decline. The passing rate of the examination is also falling. A few colleges and universities think it can be solved by increasing the number of major courses. The liberal art majors directly cancel the clothing courses. Although some engineering majors offer clothing classes, the number of class hours is insufficient and the content is only calculus, which is not conducive to the improvement of students' comprehensive qualities.

①The foundation of learning is not solid. Higher vocational students have a wide range and come from different regions, and their computer application abilities are obviously different. In the face of large differences in the foundations of students, the traditional teaching cannot take care of these differences, and it cannot meet the actual needs of students as well.

②Big Capacity of Courses. The content of the clothing course is complicated and fast, and the classroom teaching cannot meet the demand of students alone. In the meanwhile, computer technology is rapidly updated, software and hardware are constantly changing, new theories and methods of the industry continue to emerge, and the content of the course is increasing. Single classroom teaching cannot meet the actual needs. Teachers cannot tell too much about new technologies due to the restrictions of class.

③Little Teacher-student Interaction. Influenced by the traditional teaching concept, there is less interaction between the teachers and the students in clothing courses, which cannot stimulate the students' motivation and make the teaching effect limited. Also, the reduction of teacher-student interaction makes the classroom atmosphere dull and the teaching goals difficult to finish.

2.2 The Main Problem of Teaching in Clothing Majors

①The teaching content is not targeted. The clothing major is divided into different directions, different directions mean different teaching contents, so that more professional talents can be cultivated. For example, lots of sub-disciplines exist in the clothing major. Although many colleges and universities have divided a lot of different professional directions, the curriculum is lacking in characteristics. The courses in different directions are basically same, and professional development is not considered. There are some problems in the teaching of clothing courses. The most important performance is that the teaching content is not targeted. In teaching reform, this point should be paid attention to cultivate professional talents with market competitiveness.

②Some students lack professional skills. Clothing major belongs to art major, and it's set in art-based undergraduate colleges. Many vocational colleges also have this major, and students are required to have a certain artistic foundation in professional study. The problem of weak art in the professional part of the clothing major should be paid attention to. Some students do not have art foundation. After school started, there will be various unsuitable performances, which will directly hinder the development of the clothing major, the progress of the current teaching reform and it's not helpful to conducive the quality of talents.

③There are problems with professional faculty. The development of clothing professions in China is relatively short, and some schools have not explored the appropriate professional

development path, and even have developed rapidly in the wrong direction. The construction time of major is short, and the teachers are also from other professions, such as art major and photography major. They are well-versed in their own familiar fields, but after switching to the clothing major, they lack practical work experience and have not engaged in clothing-related work for the purpose of achieving theoretical and practical goals. It has caused the shortage of teachers and the lack of professionalism in most institutions. The existence of these problems will inevitably have an impact on the quality of students' learning. They will hinder the development of major and improve the quality of personnel training.

3. The Innovation of Teaching Mode of Clothing Education under Informatization

3.1 Stimulate Students' Learning Interest

Some students in colleges lack learning interest and have not developed good learning habits. In the teaching of clothing, it is customary to use the traditional teaching mode, and it is even more difficult to attract the attention of these students. In this case, the teachers of drug analysis class should break the limitations of traditional concepts, give play to students' subjective initiative and promote the improvement of class teaching quality. There are many basic contents in the clothing profession. These knowledge points are abstract and difficult to understand. It requires teachers to choose appropriate teaching methods. Teachers actively introduce new teaching methods and concepts in class teaching, respect the subjective status of students in the classroom, and carry out the teaching concept of student-oriented to greatly improve the efficiency of class teaching. For example, students are required to prepare before the class is taught. It's for understanding the content will be taught in the class and laying the foundation for the successful completion of the teaching objectives.

Students can enter the classroom with problems after advance preparation to improve their attention and teaching efficiency in the classroom. In classroom teaching, teachers should guide and stimulate students' interest in learning and create a harmonious atmosphere in class. When teaching costumes, select topics that can attract students' interest around the classroom content, and learn clothing content by means of free discussion, group cooperation, etc. In the teaching process, clothing teachers should consider the differences and characteristics of students and improve the pertinence of teaching. Teachers divide students into groups according to their situation to improve the quality of clothing classroom teaching. In the practice teaching, the function of the training room is divided according to the core skills of the professional, and the pertinence and effectiveness of the professional training are improved. In the meanwhile, the function of the training room will be divided according to the core skills of the major in the practice teaching to improve its pertinence and effectiveness. The school will increase investment to create a high-simulation comprehensive training room. It will give students the roles on the post, and give targeted solutions based on the problems. It can simulate the working environment and cultivate and enhance the teamwork ability of the students. Also, school and off-campus enterprises should make good contacts to realize resource sharing and build a proper teaching system. Teachers make comments to achieve the true purpose of learning.

3.2 Introduce the Teaching Mode of Modern Apprenticeship.

At present, due to the further promotion of the modern apprenticeship teaching mode, there are certain problems in the application. The biggest one is that the modern apprenticeship system has not been recognized by the majority of schools. It caused lots of students' teaching goals to a certain deviation from the employment direction. Therefore, in the actual training of talents, the training methods are not sufficient, and it is difficult for students to master effective professional skills. In the professional teaching of clothing, from the perspective of employment, use the modern apprenticeship training mode can clarify the teaching objectives, thereby enhancing the employment competitiveness of the professional talents. In addition, students can obtain corresponding professional qualification standards in the study of theory and practice after passing the relevant

requirements of students' professional ability and technical field. The cooperation between schools and enterprises is conducive to improving students' professional ability and improving their employment competitiveness.

In the professional teaching of clothing, in the modern apprenticeship teaching mode, the cooperation between the school and the enterprise can be strengthened by the construction of an effective faculty team. The professional faculty team can recommend the corresponding talents for the enterprise, so that students can exercise skills and learn more skills and knowledge in the actual production. On the other hand, teachers can update their professional skills in actual enterprise production, so as to continuously accumulate teaching knowledge and improve their professional teaching abilities. In the modern apprenticeship teaching, the cooperation between school and enterprise can achieve a win-win situation. Except theoretical teaching, school can also set the corresponding courses according to the production development goals of the enterprise, so that it is more targeted in cultivating students' abilities, improving students' professional ability and increasing employment rate. The scientific and closeness of teaching can be improved by using the modern apprenticeship teaching mode.

3.3 Construct the Perfect Professional Curriculum System.

The curriculum reform strategy that should be emphasized in the integration of curriculum model construction is:

Clarify the integration path of course content and structure and enhance the pertinence of curriculum development. Strengthen the direct connection between the professional knowledge learning process and the specific job process, it is inevitable that the integration of course content and structure should pay full attention to the guiding role of enterprise experts. Start a new path for curriculum reform of enterprise experts, professional teachers and technicians to participate in cooperative development, and integrate enterprise demand with school teaching objectives to enhancing the pertinence, effectiveness and feasibility of curriculum development with wish.

Innovate teaching methods and concepts, and establish assessment criteria that match the content of the integrated curriculum. The development of a new curriculum system with the aim of cultivating vocational ability is not to improve the subject knowledge system, but to refine the typical work tasks from the production and management process of the enterprise according to the technical standards and job functions of the clothing industry. The typical work tasks will be extracted and transformed into the meaning of project teaching with learning significance from the production and management process of the enterprise, which enables students to obtain the professional competence recognized by the enterprise from the implementation of the project teaching. So, under the guidance of the project teaching concept, the establishment of assessment criteria and assessment methods that match the content of the integrated curriculum can guide students to not only pay attention to the acquisition of professional knowledge, but also to the development of corresponding professional abilities. Transform the traditional teaching mode centered on school and classroom, innovate the practical teaching mode by introducing enterprise into school and setting school in enterprise, and hiring a certain number of technical experts of the clothing enterprises to participate in the practical teaching in a planned manner to make sure that the teaching link is always closely linked with the actual situation of the enterprise, so that students can directly or indirectly participate in the production, management and operation of the clothing enterprise and they can be guided and encouraged to use professional knowledge, exercise practical abilities and enhance their employment strength.

3.4 Improve the Artistic Quality of Clothing Major.

For art teaching, whether can stimulate the initiative of students is the key content in teaching. In the plan technology of reasonable teaching, the teaching work should focus on the students' eyes in the shortest time, so that the students' attention time can be extended, then it is necessary to maximize the advantages of multimedia and information technology in teaching. Various kinds of pictures, audio and video files can be downloaded from the network, which allows students to appreciate the unique charm of fashion design and enhance their participation in the classroom.

Introduce modern information technology or multimedia resources into the classroom reasonably can break the pattern of teachers' static transfer of theoretical knowledge, guide students to perceive knowledge points from the teaching resources provided by multimedia, and flexibly transfer the knowledge already acquired to learn, and finally enhance the design philosophy of students.

4. Conclusion

In the process of innovation in the education of local professional clothing education, it is necessary to break the limitations of traditional teaching mode, choose appropriate teaching methods, construct a perfect professional curriculum system, introduce modern apprenticeship teaching methods, comprehensively deepen the cooperation between school and enterprise, and greatly cultivate the qualities of clothing professional talents, so as to lay the foundation for students to take up jobs and promote the healthy development of the clothing industry.

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