

The vocational education thought based on front-end WEB is integrated into the design system of cultural and creative products

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Abstract. In the development of modern education innovation, the vocational education thought of learning and doing, theory and practice, put forward by Huang Yanpei, has a positive impact on vocational education. In essence, vocational education is to transport more high-quality and high-level application-oriented talents for social construction and development, so vocational skills and moral character should be considered in the same position. In vocational education, we should not only put forward diversified channels and carry out ideological and moral education, but also break through the limitation of traditional teaching ideas and optimize the professional quality of professional teachers and students. Therefore, based on the understanding of vocational education thought, according to modern information technology and digital technology, this paper deeply discusses the design and implementation of digital new cultural and creative platform with Web technology as the core, so as to clarify how to integrate traditional cultural and creative product design into vocational education thought.

Keywords: Front-end Web; Vocational education thought; Cultural and creative products; Digital; The traditional culture

1. Introduction

From the perspective of the implementation of vocational education in the new era, excellent traditional culture concentrates on the thoughts, emotional values, language habits and other contents of the Chinese nation, and embodies the moral norms and ideological values universally recognized by the Chinese nation. To infiltrate the excellent traditional culture of The Chinese nation into the education of vocational colleges, it is necessary to reflect the important influence of culture and art on the social economy from multiple aspects. For example, from the point of view of cultural heritage, there are a lot of material and intangible cultural heritage. From the perspective of normative culture, it includes traditional festival customs and traditional virtues. From the perspective of cognitive culture, it includes painting and calligraphy art, ancient literature, Chinese characters and other contents.[1]

The "Decision of the CPC Central Committee on Some Major Issues concerning Agriculture and Rural Work" adopted by the Third Plenary Session of the 15th CPC Central Committee has clearly pointed out that "the fundamental way out of agriculture lies in science and technology and education", which highlights the fundamental and urgent role of education in solving the problems concerning agriculture, rural areas and farmers. The Outline of The National Medium - and Long-term Education Reform and Development Program for Education (2010-2020), issued in 2010, directly identified "accelerating rural vocational education" as one of the core tasks for planning the development of vocational education. It emphasizes the value orientation of rural vocational education, government responsibility, resource coordination, specialty construction and personnel training, and so on. In 2022, the Central Committee of the COMMUNIST Party of China (CPC) and The State Council issued the Opinions on Comprehensively Promoting The Key Work of Rural Revitalization in 2022 to support the success of agriculture-related higher education and vocational education. We will optimize the structure of disciplines and train professionals and local talents in rural planning, design, construction and management. Over the past decade, China's vocational education has continued to deepen supply-side reform and accumulated valuable practical

experience in serving the construction of "new socialist countryside", helping with "targeted poverty alleviation", "poverty alleviation" and promoting "rural revitalization". Vocational education, as a type of education most closely related to national economic and social development, plays an important role in the service of rural revitalization strategy and has unique advantages in solving rural problems. From the historical perspective, since huang yanpei vocational education put forward ", from the perspective of the civil society "and" seeks happiness to most civilians ", to the James yen to rural poor "disease" "living education", vocational education is the "civilian", "professional" attributes such as inscribed into the genetic blood, bearing the blocking natural functions such as promoting education fair intergenerational poverty. After entering the 21st century, the state has repeatedly emphasized the development of vocational education.[2.3]

In the new era of vocational education, the traditional culture into the party's cultural and creative product design education, on the one hand, can expand the guidance channel of practical education, so that the traditional culture gradually infiltrated into the teaching of fine arts courses, for the traditional culture into the campus education to provide an effective way; On the other hand, the ideological and political teaching of vocational students can be strengthened. Nowadays, vocational education is given priority to with 90 students and 00 after, they not only has a distinct personality characteristics and ideology, also under the influence of the modern social environment, to grasp more advanced technology concept, so accept enlightenment education of Chinese traditional culture, can let the students at the same time of forming cooperative spirit and sense of responsibility, To strengthen their psychological bearing capacity and interpersonal communication level, students will have a good professional quality and competitive advantage after entering the society. Therefore, on the basis of understanding the design and implementation of the digital new cultural and creative platform with Web technology as the core, this paper deeply discusses the specific ways of integrating modern vocational education thoughts into the cultural and creative product design system, so as to provide high-quality and high-level talents for innovation in all fields.[4.5]

2. Method

2.1 Overall Design

From the modern product design case, regardless of the intangible cultural heritage, the lack of effective promotion, or product marketing channel is too single, are the main factors influencing the industry continues to develop, design and implementation as a web technology as the core digital xinwen platform, not only can use communication is wider and application of a new type of Internet media is more efficient, It can also provide a new channel for the public to understand intangible cultural heritage.

The system design provides diversified services for clients, partners, administrators and these three roles. The specific architecture is shown in Figure 1 below:

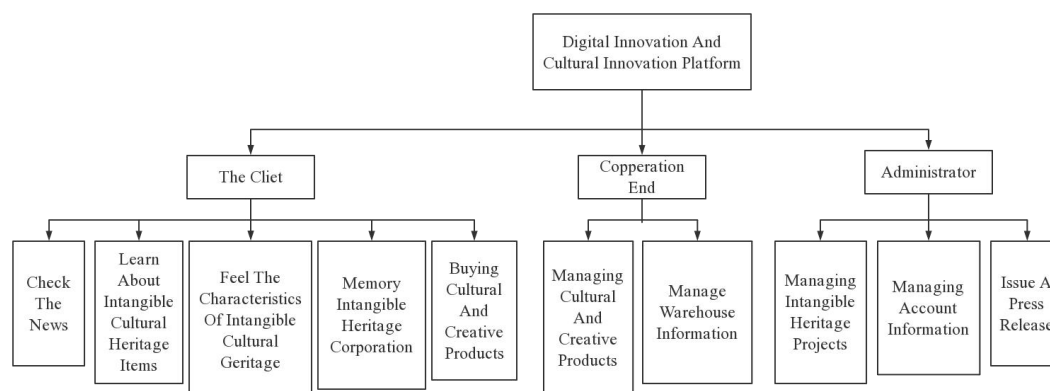


FIG. 1 Architecture diagram of digital new cultural innovation platform

Based on the above analysis, it can be seen that the specific service content involves the following points: First, client module. This module design can fully meet the basic needs of ordinary users to understand intangible cultural heritage culture and purchase cultural and creative products. The overall interface design is mainly warm colors, which aims to show the mystery and history of this culture. Before logging in, users can view the latest cultural information of intangible cultural heritage, identify the representative projects of national intangible cultural heritage at the present stage, and observe the corresponding video pictures. After entering the name and password, users can choose the cultural and creative products they are interested in. Secondly, the cooperative side module. The design of this module is mainly to meet the basic needs of suppliers' sales management and cultural and creative products. The overall interface design is standardized and orderly, and various information will be added or edited in the form of pop-ups, which can effectively avoid the phenomenon of page redundancy. At the same time, suppliers can independently manage the shelves and inventory of cultural and creative goods and other basic information, quickly understand and update the warehouse storage status, so as to facilitate the storage and scheduling analysis of goods; Finally, the administrator module. This module design is mainly to help the administrator to maintain the order of the website page, the user account, news, information, projects, information and other content for comprehensive management. The administrator can directly watch and query more detailed information after logging in to his account. Click the corresponding button to delete or add basic operations, and click Print or Export to obtain the corresponding file information.[6.7.8]

2.2 Database Design

Navicat MySQL database is used in the research system of this paper, and the data storage structure is formed based on the three modules of client, partner and administrator. Navicat is used to complete the operation of access configuration, management control, design and development, which is convenient for data developers and managers to access MySQL database.

In a large amount of information stored in the data table, according to the demand analysis, will put forward the cultural and creative project information table, news information table, user account table, order table, warehouse information table, etc. Take the table of cultural and creative products as an example, which contains basic information such as number, name and price. The concrete entity - contact diagram is shown in Figure 2 below:

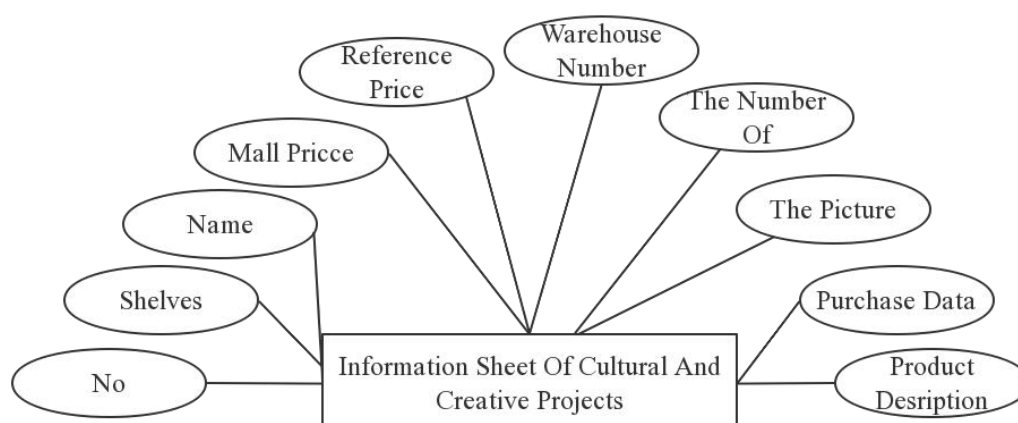


Figure 2 Entity - contact diagram of cultural and creative goods list

3. Result analysis

3.1 System Test

This work is an important part of the design of digital new cultural and creative platform based on the thought of vocational education. It mainly analyzes whether the functions and application performance of the system meet the basic requirements, so as to make effective improvements according to specific problems. After completing the system architecture and database design, we should test and analyze the client side, the cooperative side and the administrator side. The final results show that the functions of the whole system can be used normally. For example, administrators can directionally check and edit intangible cultural heritage items in the background management function, and the specific results are shown in Table 1 below[9]:

Table 1 Analysis of test results

The test ID	The test item	Steps	Data	Expect the result	The actual results
Test-01	The login problem	Enter your account and password	Accounts. 2020 Password; 1234	The background management page is displayed	Through
Test-02	Directional query	Enter the name, region and category of the project	Name; Miao ancient songs Region to which they belong; The guizhou province Category; Folk literature	Only the serial number and name of the project are displayed on the page	Through
Test-03	Add	Click the Add button, fill in the information in the pop-up box, and click OK	The current page has 7 items of project information	Add 1 item to display 8 items	Through
Test-04	Modify the	Click the Edit button, modify the information in the pop-up box, and click OK	The miao ancient song project on the current page is; The new project	Page shows miao ancient songs; Expand the project	Through
Test-05	Delete	Click the Delete button and click OK in the pop-up box	The current page has six items of project information	One item is deleted and five items are displayed	Through

3.2 Design Path

Under the influence of vocational education thought, in order to fully show the integration advantages of traditional culture and cultural and creative product design, it is necessary to solve the contradictions and disputes between theoretical teaching and practical activities, and improve the management level of cultural and creative product design on the basis of adjusting the teaching content, teaching mode and teaching activities. The specific work involves the following points:

First of all, professional courses related to cultural and creative product design should be put

forward. Nowadays, we should feature cultural creative products, propose professional groups of art design and manufacturing including games, animation, culture, creativity, vision and communication, etc., deeply explore the characteristics of traditional culture in relevant professional courses, and actively carry out diversified teaching activities. On the one hand, it should be clear which courses can be integrated into traditional culture, which will not affect the teaching content of the original course, and can improve the practicality of the research project. On the other hand, compulsory courses and optional courses related to traditional culture should be set up to truly reflect the teaching thought of learning and doing as well as theory and practice, so that students can master more excellent knowledge of traditional culture and design skills in school-based textbooks with regional characteristics and campus characteristics.

Secondly, cultural and creative product design courses should be promoted. The database platform as shown in Figure 3 below is constructed by using front-end technology. While adhering to the educational goal of employment and entrepreneurship, the teaching mode of integration of production, teaching and research is continuously optimized, which can provide broad ideas for integrating vocational education thoughts into cultural and creative product design system.

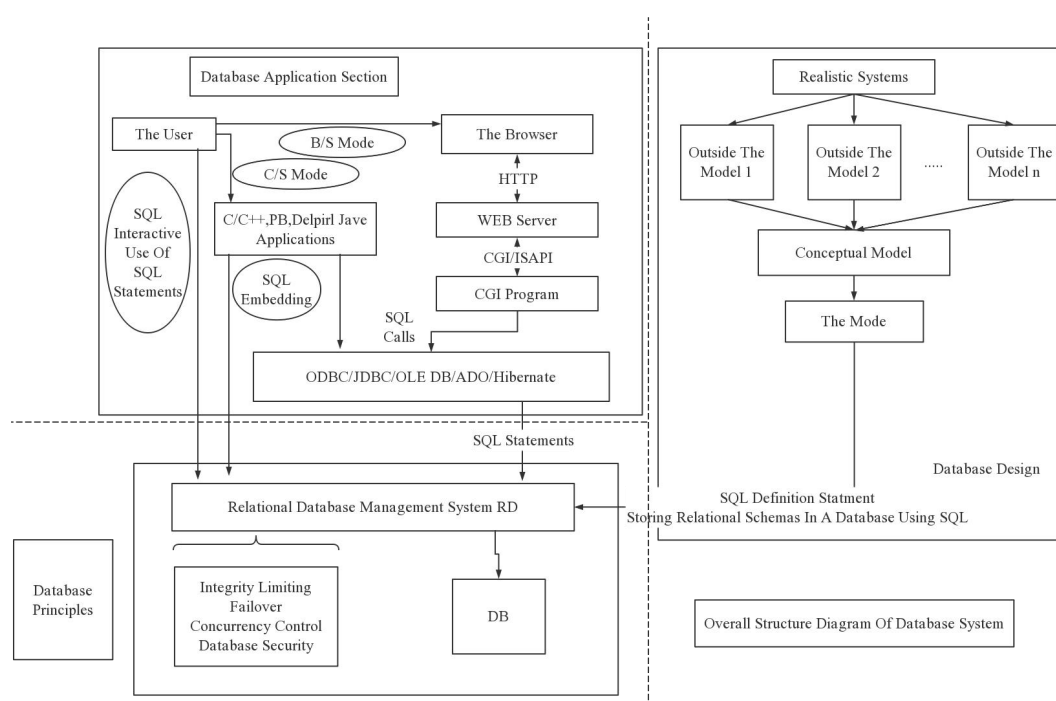


Figure 3 Database structure diagram

Finally, we should gradually extend the practice activities inside and outside the school. Since the idea of vocational education is to cultivate high-quality and high-level skilled talents, the design system of cultural and creative products with Web technology as the core, as shown in Figure 4 below, should optimize students' practical operation ability by taking advantage of in-school and out-of-school activities and gradually expand their design thinking and innovation consciousness. For example, in the campus, let art students participate in the beautiful campus construction, cultural landscape planning, excellent cultural performances and other activities, or use the form of organizing exhibitions to show students' learning achievements, strengthen communication between teachers and students, and lay a foundation for students to enter the society for employment and entrepreneurship; For example, outside the school, students can be organized to participate in the open design and production evaluation activities of the industry, which is regarded as a basic project to strengthen students' hands-on ability and fully mobilize their enthusiasm for independent innovation, so that they can truly realize their learning value while showing their own learning achievements. At the same time, students can also be organized to participate in the traditional

culture education base and intangible cultural heritage base observation activities, so that students can master more excellent traditional culture, and gradually optimize their own social practice awareness and ability[10].

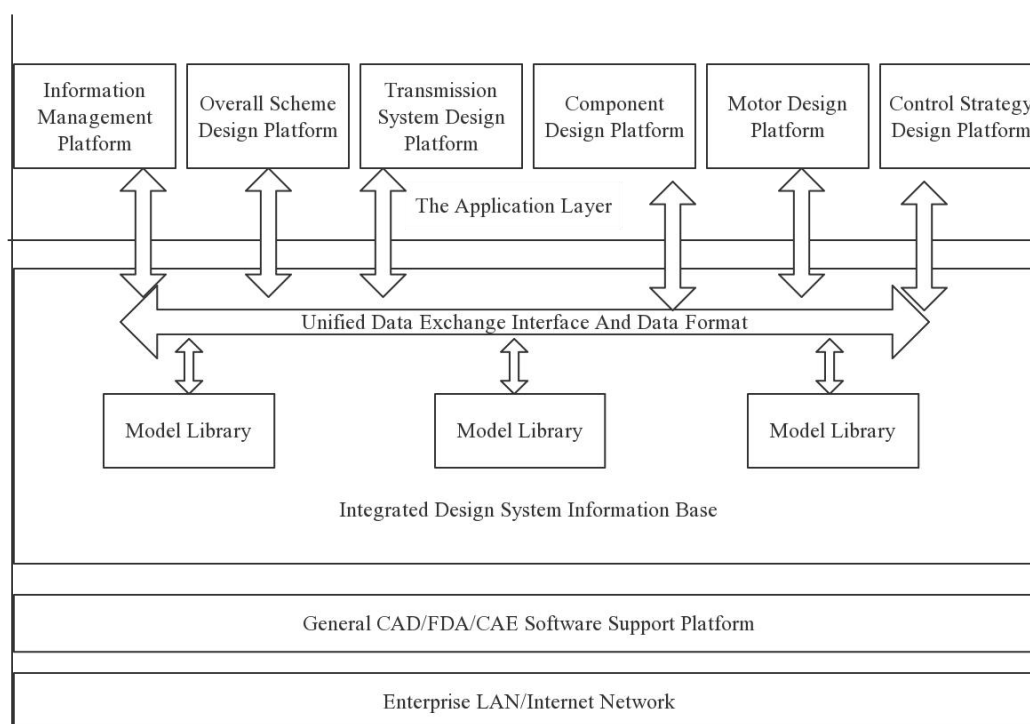


FIG. 4 System structure diagram of cultural and creative product design

Conclusion

To sum up, on the basis of understanding the thought and practical significance of vocational education, this paper deeply discusses the digitalized new cultural innovation platform with technology as the core. From the perspective of practical application, the overall platform design has good visual effect and system function, and has unique commercial value in the development of modern vocational education innovation promotion. At the same time, this platform can not only disseminate excellent intangible cultural heritage, but also help professionals to develop and promote cultural creative products, encourage and support students to learn and apply intangible cultural heritage knowledge, so as to develop and extend more valuable commercial products.

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