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Research on the Communication Value of Clothing Performance Based on Aesthetics

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Keywords: Costume aesthetics; Clothing performance; Dissemination value

Abstract: Costume performance represents a form of a fashion trend, in which the fashion trend of this kind of costume is continuously promoted and spread, then people begin to follow the fashion. When a garment is displayed, it can not only bring people visual enjoyment, but also help people to deepen their understanding of the garment and make better use of the garment to show their own advantages and hide their own shortcomings. Costume aesthetics's artistic practice makes the basic theory of aesthetics more practical, increases the applicability of cognition, and gives it the opportunity to test its reliability and truth in practice. From the perspective of aesthetics, this article focuses on exploring the dissemination value of costume performance.

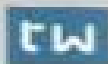
1. Introduction

As an artistic activity, costume performance has unique aesthetic value and interest. It is different from traditional sports, opera or other performing activities [1]. It is a comprehensive art integrating stage design, costume design, film and television art, etc. Clothing performance is a medium between manufacturers, transit agents and consumers in clothing business activities. Its main function is the promotion and marketing of commercial brands, showing direct utility. When a garment is displayed, it can not only bring people visual enjoyment, but also help people to deepen their understanding of clothing, better use clothing to show their own advantages and hide their own shortcomings [2]. It plays an important role in clothing brand promotion, clothing culture dissemination, fashion information transmission and other aspects by its unique expression art and beautiful way, which not only promotes the development of clothing industry, but also improves people's aesthetic taste. The content and form it conveys are diversified, which can spread fashion information, publicize cultural spirit, create economic benefits, etc. It has extremely high commercial value for the market. Therefore, from the perspective of aesthetics, this article focuses on exploring the dissemination value of costume performance.

2. Elements of Costume Performing Art Activities

2.1. Stage design of costume performing arts activities

The form of clothing includes color, shape of dots, lines and planes, and the combination of these factors. Colors and shapes give people visual responses that are born with physiology. Normal people have the same visual responses to colors and shapes. Only some people in the group lead the fashion, and the whole group just follows the trend. Fashion that was originally pursued by only a few people affects all people without exception and is no longer called fashion. Stage design often does not follow the usual path. During the interludes, it provides a larger space for the models to walk on the stage to ensure that the models can perform more smoothly and naturally, thus shortening the distance between the audience [3]. Such performances all have a clear purpose, that is, to create clothing brands, introduce new styles of clothing, and open up the market as soon as possible. Most of the clothing performed are clothing that can be worn in life. In fact, the venue of such a clothing performance and its main form of performance is a "T-shaped" long table, which matches and coordinates the clothing, interpretation, music and lighting, model selection, stage design and other factors under the planning and organization of professional planners. High fashion



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Aesthetic Education and Cultivation of Innovative Talents Based on Aesthetic Needs

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ABSTRACT. In the competition of modern society, the fundamental is the competition of innovative talents. The cultivation of innovative talents is an inevitable choice in the rapid development of modern higher education and global economic integration. There are many reasons that affect the cultivation of innovative talents. Aesthetic education is an effective way to cultivate innovative talents. Aesthetic education can stimulate people's pursuit of scientific phenomena and theories, help cultivate people's innovative thinking and play a positive role in creating results. In order to meet the needs of social development, many colleges and universities are transforming to application-oriented development. Without innovation, enterprises have no living space and the national economy cannot develop. The problem-based teaching process guides students to learn and master the course knowledge. This paper attempts to discuss the relationship between aesthetic needs and good thinking quality from the unique role of aesthetic education. Aesthetic education can effectively improve people's thinking quality, promote the development of creative thinking ability, training innovative talents.

KEYWORDS: Aesthetic education, Aesthetic needs, Innovative talents

1. Introduction

Improving the ability of independent innovation and building an innovative country are the core of China's development strategy and the key to improving the overall national strength. The cultivation of innovative talents is an inevitable choice in the rapid development of modern higher education and global economic integration [1]. In the new stage of historical development, the core of the national development strategy is to improve the independent innovation ability and overall national strength and the key is to build an innovative country. We should adhere to the path of independent innovation with Chinese characteristics and enhance the independent innovation capability of the whole people in all aspects of modernization [2]. Nowadays, it has become an important development goal for colleges and universities, especially local colleges and universities. Although the cultivation of innovative talents is related to a series of problems such as school orientation, educational goal setting, educational investment and training mechanism [3], innovative talents need to have higher quality, which is based on people's innate endowment and is formed and developed under the influence of environment and education. It is the elements, structure and quality level of relatively stable physical and mental organization [4]. Colleges and universities shoulder the mission and responsibility of cultivating college students' innovative consciousness and ability. Higher education is an important measure for China to improve its independent innovation capabilities and implement the strategy of strengthening the country by talents. How to cultivate the multi-level practical innovation ability of college students is a crucial issue in national economic development.

The study on the theory and practice of aesthetic education and the cultivation of innovative talents is a highly contemporary, practical, and innovative subject. Cultivating a large number of innovative talents is a major issue faced by mankind. The core of the transformation is to highlight the application and inquiry, but this does not mean that the level and quality of the school is reduced [5]. College students are China's future and hope during the transition period of higher education. In order to meet the needs of social development, many colleges and universities are in the process of transformation to application. When scientific research and technology practice enter the height of free creation, the relationship between the subject and object of between man and nature is likely to enter the symbiotic relationship [6]. The content of information literacy standards is relatively broad and the targeted students can be undergraduates or postgraduates. The school can be a research university or an ordinary university. How to cultivate the practical ability and innovative ability of college students is an important issue facing higher education and a long-term systematic project. Applied colleges and universities should not only position the school's talent training goal to cultivate innovative talents, but also reflect deeply on the process of talent training [7]. Only by truly understanding the meaning of cultivating innovative talents can we provide sufficient conditions for the cultivation of innovative talents. This paper