

Analyzing the Integration of Qiang Embroidery Color Art with Contemporary Vocational College Aesthetic Education

Rui-Min Chai*

*Correspondence to: Rui-Min Chai, CITI University, Sichuan International Vocational College, Chengdu, Sichuan, 610100, China, E-mail: 707408620@qq.com

Abstract: This article primarily investigates the integration of Qiang embroidery color art with contemporary vocational college aesthetic education. Currently, there are some deficiencies in aesthetic education in education that need to be further strengthened and improved. As a traditional art form, Qiang embroidery possesses rich color artistic expression, which can provide new insights and methods for aesthetic education in modern vocational colleges. Therefore, this paper aims to explore how to integrate the color art of Qiang embroidery into aesthetic education in vocational colleges.

Keywords: Aesthetic education; Vocational colleges; Qiang embroidery

1. Qiang embroidery color art characteristics and inheritance status

Qiang embroidery is an important component of China's intangible cultural heritage, representing the wisdom of the Qiang people accumulated over a long history. The color art of Qiang embroidery, based on the Five Colors theory in China, has merged with modern aesthetics, forming a unique national style and distinctive ethnic characteristics. It is widely utilized in daily life due to its unique artistic form and aesthetic value. In the context of economic globalization and rapid social development, the inheritance and development of Qiang embroidery face significant challenges. Therefore, the integration of Qiang embroidery color art with contemporary vocational college aesthetic education represents an innovative attempt to combine traditional Qiang

culture with modern higher vocational education. By integrating Qiang embroidery color art into vocational college aesthetic education, it helps to promote traditional culture, protect ethnic heritage, and enhance students' awareness of their cultural identity. Therefore, the integration of Qiang embroidery color art into contemporary vocational college aesthetic education holds significant importance.

Qiang embroidery is an ancient traditional handicraft of the Qiang ethnic group, representing the wisdom and cultural heritage of the Qiang people. It is a precious intangible cultural heritage, showcasing the rich artistic expression and aesthetic values of the Qiang culture. Based on the traditional Chinese theory of Five Colors, Qiang embroidery integrates with modern aesthetics, forming a unique national style and vivid ethnic characteristics. Its patterns and colors reflect the aspirations of the Qiang people for a better life.



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Renowned for its exquisite embroidery craftsmanship and ingenious color art, Qiang embroidery stands out in the world of intangible cultural heritage. Rooted in the traditional Chinese color palette, Qiang embroidery harmonizes natural and humanistic colors, creating a dazzling array of colors. Typically employing black, white, red, blue, and green pure colors along with occasional colored silk threads, Qiang embroidery utilizes the stark contrast of black and white to create visual impact. The craftsmanship of Qiang embroidery encompasses two main techniques: “raised embroidery” directly creates various patterns on the fabric surface, while “flat embroidery” stitches patterns onto the fabric. With ingenious techniques and rich and varied color combinations, Qiang embroidery blends ethnic characteristics with contemporary aesthetics. For instance, in the artwork “Auspiciousness,” yellow symbolizes the sun and auspiciousness, red represents the sun and fire, green denotes nature and life, while black signifies the earth and soil. Qiang embroidery not only inherits tradition but also incorporates modern aesthetic concepts and color matching techniques, reflecting the Qiang people’s love for nature through the art of embroidery.

As a traditional skill passed down among Qiang women, Qiang embroidery has evolved with changing times, influencing lifestyle and aesthetic perceptions. Consequently, the inheritance of Qiang embroidery faces significant challenges. Introducing Qiang embroidery into vocational college aesthetic education holds great significance. Firstly, Qiang embroidery, as a crystallization of the wisdom of the Qiang people, possesses unique artistic charm and cultural connotations. Its rich colors and exquisite patterns not only reflect the aesthetic views of the Qiang people but also embody their customs and cultural traditions. Introducing Qiang embroidery art into vocational college aesthetic education helps students understand ethnic culture, cultivate a sense of pride in ethnic arts, and enhance their traditional cultural identity. Secondly, integrating Qiang embroidery art into vocational college aesthetic education helps enhance students’ aesthetic and appreciation abilities. By fostering students’ aesthetic concepts and capabilities, deepening their understanding of the characteristics and connotations of Qiang embroidery color art, and mastering the techniques of color matching, it

strengthens their confidence in ethnic arts.

2. The value of Qiang embroidery color art in higher vocational aesthetic education

The color art of Qiang embroidery is a treasure in Chinese traditional culture, with distinct ethnic characteristics. In vocational college aesthetic education, vocational institutions can explore the value of Qiang embroidery color art to help students understand its characteristics, forms, and cultural connotations, enhance their aesthetic abilities, and inspire their love for traditional ethnic culture. Qiang embroidery color art possesses unique ethnic charm and rich ethnic cultural connotations. By integrating Qiang embroidery color art into vocational college aesthetic education, students can learn about the historical and cultural background of Qiang embroidery and experience its charm. For example, in vocational college aesthetic education, students can learn about the historical development and color application characteristics of Qiang embroidery, experiencing its uniqueness. Integrating Qiang embroidery art into vocational college aesthetic education allows students to feel the charm of traditional culture while experiencing Qiang embroidery color art, enhancing their confidence in their ethnicity and cultural identity.

Integrating Qiang embroidery color art into vocational college aesthetic education involves introducing Qiang embroidery color art into campus environments and classrooms, providing students with learning and practical opportunities. Students can experience the presence of beauty while learning Qiang embroidery color art, gradually improving their aesthetic and appreciation abilities. Therefore, integrating Qiang embroidery color art into vocational college aesthetic education allows students to experience the unique ethnic charm and rich cultural connotations contained in Qiang embroidery color art, understand how Qiang people’s lives and aesthetic tastes are expressed in Qiang embroidery color art, and enhance their love for ethnic culture.

3. The necessity of integrating aesthetic education teaching in higher vocational colleges with Qiang embroidery color art

Qiang embroidery is an important part of the embroidery tradition among Chinese ethnic minorities, reflecting the local characteristics and cultural heritage

of the Qiang people. Throughout its emergence, evolution, and development, Qiang embroidery fully demonstrates the profound folk cultural heritage and bold creativity of the Qiang people, characterized by ingenious color matching and exquisite embroidery techniques. Originating from the Qiang people's long-term life practices, Qiang embroidery is a unique folk embroidery style with rich ethnic characteristics and regional styles. Its color art not only holds high artistic value but also embodies rich cultural connotations, humanistic sentiments, and ethnic emotions.

In vocational college aesthetic education, the integration of Qiang embroidery color art holds significant importance. It serves not only as a carrier of historical culture but also as an important manifestation of national spirit and aesthetic taste. Integrating Qiang embroidery color art into vocational college aesthetic education can guide students to establish correct aesthetic views, encouraging them to appreciate beauty and create beauty. Vocational colleges can enhance students' cultural confidence through aesthetic education, integrating Qiang embroidery color art into teaching can help students understand Qiang traditional culture, enhance their aesthetic awareness, and inspire their love for ethnic culture, thereby achieving the goal of cultural inheritance. By incorporating Qiang embroidery color art into aesthetic education, vocational colleges can cultivate students' aesthetic consciousness and appreciation ability, empowering them to actively inherit and develop national culture. Through exploring Qiang embroidery color art, vocational colleges enable students to understand the origin and development of Qiang traditional culture, experiencing the profound cultural heritage of Chinese traditional ethnic cultures. This fosters students' national pride and confidence, guiding them to establish correct aesthetic views, enhance cultural confidence, cultivate patriotism, and ethnic pride, effectively contributing to the inheritance of ethnic culture.

Conclusion:

Qiang embroidery color art, as one of China's intangible cultural heritage, holds high artistic and cultural value. Integrating Qiang embroidery into vocational college aesthetic education not only enriches the content of aesthetic education but also enhances students' aesthetic ability and artistic cultivation while learning

Qiang embroidery. It also contributes to the promotion of China's outstanding traditional culture. Therefore, while maintaining the rich traditional aesthetic concepts, humanistic thoughts, and excellent cultural traditions of Qiang embroidery, it is essential to draw lessons from the excellent cultures of other ethnic groups and countries, promote mutual promotion, integration, and harmonious development, and promote the prosperity of world culture in the new era, advancing the common progress and development of human civilization.

In conclusion, integrating Qiang embroidery into vocational college aesthetic education not only improves students' understanding of China's ethnic intangible cultural heritage but also allows them to deeply understand the beauty of ethnic art, feel the charm of ethnic culture, enhance aesthetic taste, promote ethnic traditional culture, and form a unique ethnic aesthetic consciousness. It is conducive to enhancing students' pride and confidence in China's traditional culture, enabling sustainable development of China's intangible cultural heritage.

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