

A Study on the Employment Analysis of University Graduates majoring in Interior Design in Guangxi Province

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Abstract: With the steady progress of urbanization, the demand for interior design talents in the market is also increasing. Therefore, the interior design major in universities has gradually become one of the popular majors. This paper takes the employment situation of college graduates majoring in interior design in Guangxi Province as the research object, and specifically analyzes the factors that affect the employment of college students. The paper also proposes corresponding strategies to provide theoretical basis for the improvement of employment quality and the development of professional education for college students.

Keywords: Guangxi Province; Interior Design; University Graduates; Obtain Employment

1. Introduction

Interior design is an indoor environmental discipline that utilizes physical technology and architectural design principles based on the nature of buildings, the environment in which it is located, and relevant standards to create functional rationality, aesthetics, and comfort that can simultaneously meet people's material and spiritual needs. Among them, it not only includes rational knowledge at the technical and physical levels, but also contains profound humanistic sentiments and artistic aesthetics. Interior design, as an independent discipline, originated in Europe. In the 1980s, interior design in China began to take off. With the development of social economy and people's pursuit of quality of life, interior design has begun to occupy an increasingly important position in current society. As an important province in southern China, Guangxi Province is one of the regions with rapid economic development nationwide. Therefore, the employment situation of university graduates majoring in interior design in the region has

attracted much attention. The research on the employment analysis of interior design graduates in Guangxi Province has great theoretical and practical value. This helps to understand the career development needs of graduates, improve the school's talent cultivation and employment education system, and help college students formulate long-term career development plans. At the same time, this can promote the improvement of the quality of interior design education, cultivate more high-quality talents, and provide talent support for the development of the industry.

2. Factors Influencing Graduation Employment of Interior Design Majors in Guangxi Province

2.1 Professional Development Prospects and Employment Situation

Since the introduction of the interior design major in the 1980s, this major has gradually developed into a mature disciplinary system after entering the 21st century after years of exploration and practice. In recent years, with the acceleration of urbanization, the design market has also gradually developed. The industry demand and application scope of interior design are also constantly expanding, which directly promotes the employment of graduates in this field. Currently, the main employment directions for interior design majors include the construction and real estate industry, commercial space industry, furniture manufacturing industry, etc. In addition to being a full-time interior designer, one can also achieve their career goals through independent entrepreneurship, education and training, or related art industries. [1] Overall, there are many job opportunities and options for interior design majors. But at the same time, the fierce market competition environment has increasingly high requirements for graduates. This poses a

challenge to the teaching level of interior design majors.

2.2 Curriculum System and Teaching Quality in Universities

The curriculum system of interior design majors in universities has a significant impact on promoting graduates' employment. But currently, there is a phenomenon of emphasizing theory over practice in the curriculum of interior design majors in some universities. This leads to a lack of practical ability among graduates, greatly reducing their competitiveness in the job market. Interior design is a comprehensive discipline that integrates multiple disciplines. Therefore, the curriculum should also focus on cultivating students' humanistic literacy, aesthetic concepts, and enhancing their cross-cultural awareness, innovative thinking, and interdisciplinary integration awareness. However, some universities' curriculum settings do not reflect the integration of disciplines. [2] In addition, the quality of teaching is also an important factor affecting employment. Some universities are affected by factors such as insufficient teacher abilities and single teaching methods, which affect the quality of teaching. This makes it difficult for students to receive effective guidance and assistance during the learning process, making it difficult to fully grasp theoretical knowledge and skills. This is not conducive to their future career development.

2.3 Graduates' Personal Abilities and Professional Qualities

The personal abilities and professional qualities of interior design graduates are also important factors affecting their employment. Professional abilities not only include professional skills in interior design, but also include communication skills, teamwork skills, language skills, etc. That is to say, students with higher comprehensive literacy are more likely to obtain high-quality employment opportunities. The survey results of college graduates in Guangxi show that the majority of them have high design skills, but still need to improve their interpersonal and communication skills, as well as professional knowledge. At the same time, the differences in graduates' professional abilities and job demands can also affect employment. Therefore, this requires graduates to develop appropriate career plans based on their abilities and interests. Students should also continuously learn and

master new skills to enhance their competitiveness in all aspects and adapt to the needs of different positions.

2.4 Professionalism of Employment Guidance Work in Universities

The most important purpose of employment guidance in universities is to promote high-quality employment for students. Therefore, its professionalism directly affects the quality of students' employment. But currently, some universities lack a complete system for employment guidance work. The professionalism of the teaching team also needs to be improved, and there is a lack of targeted analysis of the employment situation and market demand for interior design majors. It is difficult to provide valuable opinions and suggestions for students' employment, guide them to have a correct understanding of themselves, and develop their own career plans. This is not conducive to students achieving high-quality employment.

3. Optimization Strategies for Graduation Employment of Interior Design Majors in Guangxi Province

3.1 To Optimize the Curriculum System of the Design Major

Universities in Guangxi Province can learn from excellent professional design experience both domestically and internationally, combine the local industrial characteristics and the actual situation of the school, and construct a curriculum system for interior design with local characteristics. This helps meet the talent needs of the industry. Specifically, the first step is to increase the practicality of the course. Interior design is a highly practical discipline that requires students to have the ability to solve practical problems. To this end, universities should increase practical links and teaching time, cultivate students' ability to apply theoretical knowledge to practice, and then enhance their professional skills through rich practical activities. The second is to improve the integration of the curriculum. Interior design is a discipline that requires a high degree of integration of technology and art, requiring students to possess various qualities such as humanistic literacy, aesthetic literacy, observation ability, analytical ability, and so on. Therefore, universities should pay attention to

organizing interdisciplinary teaching and practical activities, guiding students to analyze and design works from the perspectives of sociology, psychology, literature, and other disciplines through teaching. This allows them to gain a deeper understanding of the cultural connotations and human needs behind the work, thereby making the course more in-depth and extensive. The third is to improve the innovation of the curriculum. Due to the constantly evolving needs of the interior design industry. Therefore, the curriculum of universities should also focus on updating the content, introducing new design concepts and technologies in a timely manner to meet the needs of the times and industry development. In short, the optimization of the curriculum system can be achieved through organizing practical activities, offering interior design courses or elective courses, etc.

3.2 To Strengthen Cooperation with Enterprises and Governments

Universities in Guangxi Province should strengthen cooperation with enterprises and the government to improve the employment quality of interior design majors. Firstly, universities need to strengthen cooperation with enterprises. Universities can collaborate with excellent local design and construction companies to provide students with opportunities for corporate internships. Furthermore, this can enable students to learn and exercise in a practical work environment, ultimately improving their practical skills and comprehensive literacy. At the same time, universities can also invite corporate designers to teach on campus, sharing industry experience and design concepts to enhance students' understanding of the industry and diverse design concepts. In addition, through in-depth cooperation with enterprises, universities can also more accurately understand the talent needs of enterprises; Furthermore, universities will formulate targeted talent training plans to provide enterprises with talents that meet their needs.[3] Secondly, universities need to strengthen cooperation with the government. The government can create a favorable business environment for the development of the interior design industry and companies by macroeconomic regulation and management of the market. This can provide a good employment environment for students and also provide relevant policy and financial

support for interior design majors in universities. For example, universities provide high-quality teaching resources and equipment, establish scholarships and scholarships, etc., to help improve the quality of their education. In addition, the government can also collaborate with universities to carry out training programs and entrepreneurship support plans for interior design majors. For example, For example, universities organize students to design designs for rural cultural centers and campaign city libraries. [4] This is beneficial for students to participate in urban construction and rural revitalization, which not only exercises their abilities but also improves the success rate of employment and entrepreneurship to a certain extent.

3.3 To Improve the Professionalism of Employment Education Work

Firstly, colleges need to improve the curriculum for employment. Universities should develop specialized employment guidance courses that cover the entire learning process for interior design majors. This enables students to receive systematic employment guidance and enable them to develop long-term career plans. However, it should be noted that the course should not only focus on theoretical explanations of employment situations and policies, but also emphasize the cultivation of students' practical abilities and employment concepts. Universities enhance students' practical abilities by increasing practical activities, conducting social surveys, and conducting simulated interviews; By guiding students' thinking and analyzing their abilities, colleges can help students understand themselves correctly and establish correct employment concepts; Secondly, universities can use information technology to establish a comprehensive employment service platform. Universities should update employment policies in a timely manner and release recruitment information; Enterprises can also be invited to settle in, improving the convenience of communication between students and enterprises, and providing comprehensive employment service guarantees for students; Once again, universities should improve the professionalism of employment guidance teachers. Universities can provide professional training for teachers involved in employment guidance work to improve their level of employment

guidance. Colleges can also directly invite enterprise representatives, human resource experts, or professional employment training teachers to the school to share their experiences and provide employment education for students. This allows students to receive higher levels of employment guidance.

3.4 To Improve the Teaching Ability of Professional Teachers

The professional literacy of students is the most critical factor affecting their employment level, and the teaching ability of teachers directly affects the improvement of students' professional literacy. Therefore, in order to improve the employment quality of interior design students, it is necessary to enhance the teaching ability of professional teachers. To this end, universities can regularly organize teacher training, academic exchanges, and other activities to enable teachers to draw on excellent teaching experience and reflect on their own shortcomings, thereby improving the quality of teaching. Secondly, universities can establish and improve incentive systems to reward teachers with high professional literacy and excellent teaching skills, in order to enhance their enthusiasm for self-improvement and improvement. In addition, universities should also encourage teachers to actively participate in industry practice and research activities, and incorporate the latest developments and research results of the interior design industry into classroom teaching to enrich teaching content and improve teaching quality.

4. Conclusion

Through the employment analysis of college students majoring in interior design in Guangxi

Province, it is found that although the current career prospects and employment situation of this major are good, factors such as increasingly fierce market competition and the deviation between professional abilities and job demands are affecting the employment quality and level of graduates. The main factors that affect their employment are educational background, practical experience, professional literacy, etc. Therefore, universities should actively take measures such as optimizing the curriculum system, providing professional employment guidance, and strengthening school enterprise cooperation to improve the employment quality of interior design majors.

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