

# Thinking and Research on Construction of Aesthetic Education Evaluation system of Universities in the Era of Artificial Intelligence

Junjie Zhang<sup>1,2</sup>, Fang Liu<sup>3,\*</sup>

<sup>1</sup> Wuzhou College academic Affairs Office, Wuzhou University, Wuzhou, Guangxi, China, 543002

<sup>2</sup> Academy of Sciences Wuzhou University, Wuzhou, Guangxi, China, 543002

<sup>3</sup> School of Literature and Media, Wuzhou University, Wuzhou, Guangxi, China, 543002

\*Corresponding Author.

## Abstract:

With the rapid development of artificial intelligence, digital empowerment in education has become a trend of the times. Among this, the comprehensive enhancement of students' core qualities such as cultural understanding, aesthetic perception, artistic expression, and creative practice has become one of the main objectives of education in the era of artificial intelligence. Achieving educational goals requires corresponding evaluation work. Therefore, this paper proposes the development path of clarifying values, distinguishing between the values of the times and practical values, shifting the focus of aesthetic education evaluation, improving the aesthetic education evaluation system, and optimizing aesthetic education teaching models. The implementation of these paths is conducive to further promoting the high-quality development of aesthetic education in universities, achieving the goal of "cultivating people through beauty, enriching people through beauty, and nurturing people through beauty."

**Keywords:** Artificial intelligence, Aesthetic education evaluation, Value implication, Development path, Evaluation system construction

## INTRODUCTION

The era of intelligence refers to a period in which artificial intelligence technology is widely applied across various fields, bringing about profound transformations and developments in society, economy, culture, and other aspects [1]. In this era, intelligent communication has become a new form of interaction in human society. Supported by artificial intelligence technology, university aesthetic education faces strong impacts from virtual reality and disruptions to traditional aesthetic experiences. To effectively address these challenges, it is essential to accurately understand the underlying values, clarify these values, shift the focus of evaluation, enhance the effectiveness of teachers in conveying beauty in aesthetic education classrooms, and equip students with the methods and techniques for communicating beauty. These measures will effectively improve the quality of aesthetic education in universities.

## THE VALUE IMPLICATION OF UNIVERSITY AESTHETIC EDUCATION EVALUATION IN THE ERA OF INTELLIGENT COMMUNICATION

With the rapid development of artificial intelligence, digital empowerment in education has become an inevitable trend for the future of educational development, and intelligent communication is the core means of communication in the digital age [2]. Researching the evaluation of university aesthetic education in the context of intelligent communication holds significant contemporary and practical value.

### Time value

Since the new era, China's higher education has stepped into a stage of high-quality development, and a new pattern of "five education" has gradually taken shape [3]. As an important part of the five education, aesthetic education plays a more and more important role in promoting moral cultivation, bacon casting soul and keeping right innovation [4]. The evaluation of aesthetic education in universities in the era of intelligent communication is conducive to the use of the baton of evaluation to guide the intelligent development of aesthetic education.

Intelligent evaluation of university aesthetic education is a crucial component of educational modernization. In an era of rapid technological development, traditional educational models can no longer meet the diverse needs of students. By introducing advanced technologies and concepts, traditional education can be transformed into a more flexible and personalized modern educational model. The evaluation of university aesthetic education in the context of intelligent communication can drive educational reform and innovation, making education more aligned with the current needs of society. By adopting intelligent evaluation methods, such as data analysis and mining, it is possible to identify bottlenecks and issues within the education sector,

break free from traditional constraints, and provide valuable insights for the formulation and implementation of education policies. This can infuse new energy into the process of educational reform. At the same time, intelligent evaluation of university aesthetic education, grounded in modern technological means, represents a new evaluation model. Its theoretical foundations and methodologies significantly differ from those of traditional evaluation approaches [5]. Therefore, studying the intelligent evaluation of university aesthetic education can enrich the theoretical content of educational evaluation, broaden the perspectives and approaches of educational assessment, and enhance the methods used by teachers to communicate beauty. University aesthetic education evaluation involves knowledge from multiple fields, including computer science, psychology, and art studies. This interdisciplinary integration not only promotes communication and collaboration between different disciplines, but also generates more innovative ideas and methods [6]. This interdisciplinary approach is of great significance in cultivating future compound talents. Moreover, university aesthetic education evaluation emphasizes personalized learning and the enhancement of comprehensive qualities, which are precisely the characteristics needed in today's society. Through this evaluation method, it is possible to cultivate more future talents who possess innovative spirit, critical thinking, and artistic cultivation. These individuals will become key forces driving social progress and development.

The study of aesthetic education evaluation in universities under intelligent communication also helps to promote the globalization of educational evaluation [7]. In today's globalization, educational exchanges and cooperation between countries are becoming more and more frequent, so it is very important to cultivate students' international vision and cross-cultural communication ability. Intelligent evaluation of aesthetic education in universities can break the regional restrictions and realize cross-country and cross-culture evaluation, so as to promote international cultural communication and cooperation. At the same time, it can also enhance the international competitiveness and influence of China's cultural communication. In the context of intelligent communication, the aesthetic education evaluation of universities can introduce international evaluation standards, so that students can contact and understand the art forms and aesthetic concepts of different countries and regions [8]. This not only broadens students' horizons, but also helps them better adapt and integrate in the global environment of the future.

### **Practical value**

Intelligent college aesthetic education evaluation has the characteristics of objective, fair and transparent, which can eliminate the influence of human subjective factors and reduce the error of evaluation results, so as to promote the fairness of education evaluation [9]. This is of great significance for maintaining educational equity and safeguarding students' rights and interests. Intelligent aesthetic education evaluation in universities can cover a wider range of knowledge and skills, including not only traditional arts and culture, but also innovative thinking, teamwork, cross-cultural communication and other aspects, which is conducive to cultivating students' comprehensive quality and ability. Intelligent college aesthetic education evaluation pays attention to the cultivation of students' artistic accomplishment, aesthetic ability and innovative thinking [10]. The improvement of these comprehensive qualities not only helps students better adapt to the complex and changing social environment, but also enhances their professional competitiveness. In today's fast-changing world, people with these qualities are more likely to achieve career success.

The evaluation of college aesthetic education in the era of intelligent communication helps to guide students to carry out innovative artistic exploration while retaining traditional aesthetic value. The use of AI and big data analysis can better understand and interpret the essence of traditional art, while encouraging students to use new technologies and new media for artistic expression. In this way, it not only guarantees the inheritance of culture, but also promotes the innovation and development of culture. College aesthetic education evaluation can also guide students to pay attention to social problems, encourage them to use artistic means to express their views and attitudes towards social phenomena, and spread positive ability and sense of responsibility to the society.

### **THE EVALUATION DIRECTION OF UNIVERSITY AESTHETIC EDUCATION IN THE ERA OF INTELLIGENT COMMUNICATION**

From the perspective of personal development and self-actualization, goal-orientation involves an individual's understanding of himself and his value. It means that one realizes one's own importance, understands what one truly values, and sets clear personal goals. Such people are able to present themselves authentically to others without being influenced by the outside world, thus building deep, good and enjoyable relationships. Their social networks are relatively simple to maintain because they are focused on pursuing their own life goals rather than relying on the approval or respect of others. With the further development of the education concept of "student-centered" and the educational requirements of "aesthetic education for everyone", in the era of intelligent communication, clarifying the orientation of the evaluation objectives of university aesthetic education and rebuilding

the objectives of ability training are helpful to enrich the contemporary communication path of university aesthetic education and effectively improve the high-quality development of aesthetic education.

### **The challenge of university aesthetic education evaluation in the era of intelligent communication**

Aesthetic education evaluation not only needs to consider students' subjective artistic expression and personal development, but also needs to have objectivity and quantification to some extent. In the era of intelligent communication, the excessive pursuit of objective and technical evaluation will cause the evaluation of technical ability to receive too much attention, and it is easy to ignore the artistic growth track and sustainable development of students, pay attention to one-sided instantaneous results, ignore the differences in students' values and aesthetic perception, and pay insufficient attention to students' multiple values, which may impose specific aesthetic standards on students. It ignores students' creative thinking and individuality of artistic expression, ignores students' innovation and imagination, and does not fully respect students' individual differences and diversity [11]. The lack of consideration of students' comprehensive qualities such as emotion, thinking, communication and cooperation also easily restricts students' expression and creation, ignores the cultivation and evaluation of students' non-technical abilities outside the art field, and fails to accurately reflect students' artistic expression and value creation in the social and cultural background. Students' aesthetic taste, cultural understanding, creative thinking and other aspects of development are easily ignored or marginalized, resulting in inaccurate or incomplete evaluation results, students' whole-person development and comprehensive ability can not be fully evaluated.

### **The value clarification of university aesthetic education evaluation direction in the era of intelligent communication**

The advent of the intelligent era has brought great technological progress and social changes, and the aesthetic education in universities under the intelligent communication also needs to keep pace with The Times. The significance of studying the objective orientation of aesthetic education evaluation in universities is to adapt to the new requirements of art talents in the intelligent age, and to cultivate art talents with innovative ability, cross-cultural communication ability and comprehensive accomplishment. Through clear evaluation goals, schools and teachers can more accurately understand students' artistic strength and development needs, and formulate targeted teaching plans and evaluation methods, which can ensure that the evaluation process not only focuses on students' skills and knowledge level, but also focuses on the development of students' creativity, expression ability, thinking ability and other comprehensive qualities [12]. This helps to cultivate students' all-round ability and development, and promotes students' all-round development and personalized growth. The significance of studying the objective orientation of aesthetic education evaluation in universities also lies in promoting the teaching reform and innovation of art education. The setting of evaluation objectives is equivalent to clarifying the direction and objectives of education and the ideal state and objectives pursued by schools and teachers in aesthetic education, which can promote schools and teachers to actively study and try new teaching methods and curriculum arrangements, encourage innovative educational practices, and broaden students' learning paths and opportunities, which is helpful to guide teaching design and implementation. The education process has a clear direction and orientation, but also improve the teaching effect and student learning experience. By setting diversified evaluation objectives, paying attention to the consideration of individual differences, providing clear evaluation criteria and requirements, and improving the accuracy and effectiveness of evaluation results, we can reduce the injustice and exclusion caused by evaluation bias towards specific criteria, make the evaluation process more objective and scientific, reduce the impact of subjective bias, and enable every student to get equal opportunities for learning and development. Through intelligent communication scenarios, arts education is closely integrated with other disciplines to cultivate interdisciplinary and comprehensive abilities, equipping students with the ability to solve problems, innovate and collaborate, and prepare them for future work and life.

With the changes of times and social needs, modern aesthetic education evaluation pays more and more attention to students' all-round development and practical application ability, which is both related and different from traditional aesthetic education evaluation. Whether traditional or modern aesthetic education, students' basic knowledge and skills are assessed to ensure that they have the necessary artistic techniques and theories. Both traditional and modern aesthetic education pay attention to exploring students' interests and strengths in order to better guide their learning and development. But there are differences between modern and traditional: (1) In terms of comprehensive quality evaluation, modern aesthetic education pays more attention to students' comprehensive quality, including innovative ability, critical thinking, communication ability, etc., rather than artistic skills and theoretical knowledge; (2) In terms of practical application ability assessment, modern aesthetic education emphasizes students' practical application ability, including problem-solving ability and creative realization ability, rather than theoretical knowledge; (3) In terms of digital technology and interdisciplinary integration, modern aesthetic education pays more attention to digital technology and interdisciplinary integration to adapt to today's rapidly changing world and market demand;

(4) In terms of lifelong learning and career development support, modern aesthetic education pays more attention to students' lifelong learning and career development support to help students continue to grow and develop after graduation.

## **THE DEVELOPMENT PATH OF UNIVERSITY AESTHETIC EDUCATION EVALUATION IN THE ERA OF INTELLIGENT COMMUNICATION**

Intelligent education is a new form of future social development, intelligent teaching promotes the new pattern of education development, and intelligent communication gives birth to a new form of the spread of "beauty" in university aesthetic education. Under this background, the evaluation of aesthetic education in universities needs to update the evaluation index system and enrich the practice path, so as to adapt to the requirements of the development of The Times.

### **Change the evaluation direction of aesthetic education ability**

With the rapid development of artificial intelligence technology, college aesthetic education needs to constantly adapt to the changes and challenges of The Times. Therefore, college aesthetic education evaluation in the era of intelligent communication should pay more attention to cultivating students' creativity, aesthetic accomplishment and interdisciplinary thinking ability.

#### ***Cultivation of beauty creativity***

The era of intelligent communication requires creative people who are able to constantly come up with new ideas and solutions. In the era of intelligent communication, innovative thinking and problem solving become especially important. Developing students' innovative thinking and problem-solving skills is also an important goal. Therefore, the evaluation criteria should focus on students' creative performance and practical ability. In the evaluation of aesthetic education in universities, more attention should be paid to cultivating these abilities of students. For example, activities such as art competitions and exhibitions can be organized to stimulate students' creativity and innovative spirit, so that they can continuously improve their abilities in practice.

#### ***Improve aesthetic quality***

The era of intelligent communication requires a high degree of aesthetic accomplishment, and can appreciate and understand the connotation and value of artistic works. Therefore, the evaluation criteria should pay attention to students' art appreciation ability and aesthetic accomplishment [13]. Through the new way of intelligent communication, students are guided to read classic literary works, art criticism and cultural books, understand the artistic expression of different times and cultures, and cultivate the ability of independent thinking about literature and art. It can also actively carry out various cultural activities such as art exhibitions, concerts and performances to expand students' cultural vision and increase their understanding and appreciation of different art forms. Make full use of the superiority of intelligent communication, understand artists' creative expression of social issues and realistic situations, and cultivate the ability to understand the meaning and value behind artistic works.

#### ***Enhance interdisciplinary thinking ability***

In the era of intelligent communication, the boundaries between various fields are gradually blurring, and the integration of art and technology, business, culture and other aspects has become a trend. Therefore, in the evaluation of aesthetic education in universities, more emphasis should be placed on interdisciplinary integration and students should be encouraged to integrate the knowledge and skills of other disciplines into their artistic creation. For example, students can combine computer programming and digital media technologies with artistic design to create more innovative and practical works. Therefore, the era of intelligence requires talents with interdisciplinary thinking, able to integrate and innovate knowledge and skills in different fields [14]. The evaluation criteria should focus on students' comprehensive quality and interdisciplinary ability.

### **Perfect the evaluation system of aesthetic education**

Under the background of intelligent communication, perfecting aesthetic education evaluation system is the basis of aesthetic education evaluation. First, use smart technology for data collection and analysis. With the help of intelligent technology, it is convenient to collect the data of students in aesthetic education activities, including learning records, work performance, behavior feedback, etc. Through intelligent data analysis and mining, students' aesthetic education level and potential can be evaluated more comprehensively and accurately. Design and develop intelligent evaluation tools and platforms to provide personalized evaluation, automated evaluation and real-time feedback. Students can submit their works, participate in evaluation, and receive targeted evaluation and guidance through the platform. Secondly, based on intelligent evaluation tools and platforms, personalized evaluation and guidance can be provided according to students' individual differences and needs. Through intelligent algorithms and learning models, students' learning characteristics and creative styles can be analyzed, and personalized artistic development paths and guidance can be provided. Learning resources, works of art or activities for interest and ability

development. Through intelligent recommendation, students can improve their learning motivation and enthusiasm, and promote their aesthetic education development. In this process, we can also use emotion analysis and emotion recognition technology to evaluate the emotional response and emotional state of students in aesthetic education activities. By analyzing the emotional changes of students, a more comprehensive assessment and guidance can be provided to help students better understand and express the emotional elements in artistic works. On this basis, suitable art works, learning materials and learning activities can be recommended for students according to their interests, abilities and learning styles, so as to promote the development of personalized aesthetic education. Finally, continuous use of intelligent technology to carry out continuous improvement and optimization. According to the evaluation results and teaching experience, continuously improve and optimize the personalized evaluation system. Timely adjust the evaluation indicators and methods, improve the accuracy and effectiveness of the evaluation, learn from and adopt the latest intelligent algorithms and models, and continuously improve the accuracy and reliability of the evaluation. Adjust the evaluation criteria and indicators in time to meet the needs of aesthetic education in different periods and environments. The evaluation of the evaluation system should be carried out in a timely manner, and new techniques and methods should be explored to ensure that the evaluation system keeps pace with The Times and ADAPTS to the needs of students and society.

### **Optimize the teaching mode of aesthetic education**

Teaching evaluation is the baton of teaching, but teaching evaluation also comes from teaching, and the transformation of aesthetic education teaching mode is helpful to promote the change of aesthetic education evaluation. First of all, constantly update the teaching concept. The concept of environmental protection and sustainable development is integrated into the teaching process, and students are encouraged to consider environmental and social responsibility in their art creation. By guiding students to reflect social issues and spread positive energy through art works, we emphasize the importance of art for social development and human well-being. Secondly, optimize user representation. Pay attention to the experience of students in the learning process, from interface design to interaction, and consider how to improve students' satisfaction and learning effect. To increase the interactive experience of aesthetic education learning, the use of virtual reality (VR), augmented reality (AR) and other technologies to create an immersive learning environment, so that students can experience art immersive, improve the learning effect [15]. In addition, the practice oriented teaching mode should be developed. According to the actual situation of students, students are encouraged to participate in the practical operation of art projects, such as curating, performing, designing, etc., in order to exercise their practical application ability and team spirit. Moreover, interdisciplinary integration and innovation. Promote the cross-integration of aesthetic education and other disciplines, such as combining art and technology to create new art forms and products, and cultivate innovative talents with comprehensive literacy. Organize students to participate in international art exhibitions, competitions and other activities, and carry out cooperation and exchanges with artists and institutions around the world to broaden students' horizons and ideas. Finally, digital enabling teaching evaluation is an irreversible development trend, and making full use of digital tools and technologies is also the need of the development of The Times. Strengthen the training of aesthetic education teachers, provide relevant technical training and support for aesthetic education teachers in universities, help them better master and apply new technologies, and improve teaching quality. Establish a resource sharing and collaborative innovation mechanism, and promote knowledge sharing and collaborative innovation between teachers and students by establishing a digital art resource library to share high-quality art works, teaching materials and cases. Digital empowers self-directed learning, using online courses, learning communities and other platforms to provide students with self-directed learning resources and tools to help them further learn and explore the arts outside of class.

### **CONCLUSION**

With the increasingly prominent orientation of aesthetic education and the deepening of digital technology enabling education evaluation, it is very important and urgent to carry out research on aesthetic education evaluation in the era of intelligent communication. It clarifies The Times value and practical value of aesthetic education in the era of intelligent communication, responds to the three core issues of why, what and how to do aesthetic education in universities, and provides strong support for promoting the development of aesthetic education. In the critical period of digital technology promoting education and teaching reform, making full use of the characteristics of intelligent communication to change the orientation of college aesthetic education will help deepen the reform of college aesthetic education. The organic integration of science and technology and evaluation work will help further promote the high-quality development of college aesthetic education, and achieve the goal of "educating people with beauty, beautifying people and cultivating yuan with beauty".

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