



# The consumer-centred pedagogical model of traditional handicrafts in Jewellery Design Education

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## ABSTRACT

The traditional handicrafts have been incorporated into education, from preschool to higher education, providing possibilities for dissemination and development. However, the teaching methods have been controversial and constantly explored. By examining the main issues traditional handicrafts face, this study explicates the importance of consumer influence on traditional handicrafts. It proposes a consumer-centred pedagogical model to cope with the needs of consumers and the changes in the market and move with the times. This paper explores the possibilities and prospects of sustainable development of traditional handicrafts in design education. First, the literature review and analysis reveal the problems in the development of traditional handicrafts, aiming to propose a teaching model to promote the innovative design of traditional handicrafts. Then the case study conducted at the Sichuan Fine Arts Institute was used as an experimental teaching study. This paper also proposes the possible development trend of traditional handicraft education.

**Keywords:** consumer-centred; design education; sustainable development; teaching model; traditional handicrafts