

# Employment Status and Countermeasures for Environmental Art Design Majors

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**Abstract:** Along with the development of the social economy and the advancement of the urbanization process, the employment of graduates of environmental art and design majors as a comprehensive discipline is increasingly concerned about the employment of graduates. The problem of employment of graduates has been increasingly concerned. This paper studies the employment status of graduates of environmental art design majors in undergraduate colleges and universities through investigation and analysis, and puts forward corresponding countermeasures for the existing problems. It is found that the graduates of environmental art design majors face certain difficulties in the employment market, which are mainly manifested as insufficient employment positions, narrow employment field, and insufficient competitiveness. In view of these problems, this paper puts forward countermeasure suggestions from three aspects: education reform, industrial structure adjustment and students' personal development. In terms of education reform, the curriculum should be optimized, practical teaching should be strengthened, and industry-university-research cooperation and exchanges should be enhanced; in terms of industrial restructuring, industrial structure upgrading should be promoted to broaden the employment field; in terms of students' personal development, their own abilities should be improved and reasonable career planning should be formulated. Through the implementation of these countermeasures, it is expected to improve the employment status of environmental art design graduates and promote their smooth employment and career development.

**Keywords:** Environmental art design; Employment status quo; Countermeasures; Employment competitiveness.

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## 1. Introduction

With the rapid development of social economy, people's demand for the quality of living environment is constantly improving, the environmental art design profession, as a discipline that integrates art and technology, creativity and practicality, is gradually receiving widespread attention. In China, environmental art design has become an important part of the art of undergraduate colleges and universities, training a large number of environmental art design talents. However, in the face of increasingly severe employment situation, the employment problems of graduates of environmental art design majors in undergraduate colleges and universities are becoming more and more prominent. The purpose of this thesis is to analyze the employment status of environmental art design majors in undergraduate colleges and universities, explore the reasons for employment problems, and put forward corresponding countermeasures, with a view to providing references for the reform of the education of environmental art design majors in China and the development of the industry.

## 2. Employment Status of Environmental Art Design Majors in Undergraduate Colleges and Universities

### 2.1. Employment market analysis

The employment market of environmental art design majors has a broad prospect. With the promotion of urbanization and the popularization of the concept of environmental protection, the demand for environmental art design professionals increases year by year. In the field of residential decoration, commercial space design, public

landscape design, environmental art designers play an important role.

From the industry competition point of view, the environmental art design industry is highly competitive. There are numerous design companies and studios of different sizes, as well as cross-border competitors in the market. This requires environmental art design graduates to have strong professionalism and competitiveness [1]. From the viewpoint of employment positions, graduates of environmental art design can be engaged in interior designers, landscape designers, public art designers, furnishing designers and other positions. In addition, they can also be engaged in design management, project planning and other jobs. However, due to the market demand for environmental art design professionals shows a certain degree of volatility, coupled with the intensification of competition in the industry, the employment pressure faced by graduates majoring in environmental art design can not be ignored. Therefore, in the employment process, graduates need to pay attention to the industry dynamics, improve their own comprehensive quality, in order to adapt to the changing market demand [2].

### 2.2. Employment situation of graduates

The employment situation of graduates of environmental art design majors is generally good, but there are still certain problems. From the point of view of employment rate, in recent years, the employment rate of graduates of environmental art design majors in China has been maintained at a high level, showing the advantages of this specialty in terms of market demand. However, in terms of employment quality, the employment situation of graduates still needs to be improved [3].

The employment positions of graduates of environmental art design majors are widely distributed, including interior design, landscape design, architectural design, art education

and other fields. With the advancement of China's urbanization and the popularization of the concept of environmental protection, the demand for environmental art design professionals in these fields continues to grow. On the other hand, graduates generally have a certain degree of employment anxiety in the employment process, worrying that their own skills can not meet the market demand, and cautious attitude towards future career development. The reasons for this phenomenon are manifold: first of all, the environmental art design professional education system still exists in a certain degree of disconnect, the curriculum and market demand matching degree needs to be improved. Secondly, the industry-university-research cooperation is not close enough, resulting in insufficient cultivation of graduates' practical ability and innovation ability. In addition, the graduates' insufficient understanding of the job market and the ambiguity of their own career planning are also important reasons for the low quality of employment.

In order to improve the employment situation of graduates of environmental art and design majors, it is necessary to carry out reforms and innovations from various aspects. One is to strengthen the docking between the education system and the market demand, optimize the curriculum, and increase the proportion of practical teaching links; two is to strengthen the cooperation between industry, academia and research, and to deliver talents with practical experience and innovation ability for the enterprises; three is to guide the students to set up a correct view of employment, strengthen the education of career planning, and broaden the field and perspective of employment. Through these measures, it is expected to improve the employment quality of environmental art design graduates and promote the sustainable development of their career [4].

### **2.3. Employment fields and positions**

First, the field of public facilities design. This field involves the design of urban squares, parks, streets and other public spaces, and is one of the main employment directions for graduates of environmental art design majors. In this field, graduates can participate in urban infrastructure, landscape design, urban planning and other projects to improve the quality of public space through innovative design concepts and techniques [5]. Secondly, the field of interior design. With the improvement of people's living standards, the interior design industry shows a booming development. Graduates can work in design companies, real estate enterprises, decoration companies and other organizations engaged in residential, commercial space, office space and other interior design work, through innovative design concepts and techniques, to enhance the use of space and aesthetic value. Again, landscape design field. Landscape design involves the design of urban parks, green spaces, courtyards and other outdoor spaces. Graduates can be engaged in landscape planning, garden design, greening and other work in design institutes, garden enterprises, government departments and other organizations, and enhance the quality of outdoor space through innovative design concepts and techniques. In addition, the field of art installation design. Graduates can engage in art installation design, sculpture design and other work in various cultural and art organizations, exhibition halls, artists' studios, etc., through innovative design concepts and techniques, to show personal artistic talent. Finally, the field of education and research. Graduates can choose to engage in environmental art design education and research work in

colleges and universities, research institutions, to train more excellent talents for the industry, and to promote the development of the field of environmental art design.

In summary, graduates of environmental art design majors have diversified choices in the field of employment and positions, and can choose a suitable career path according to their personal interests and development direction. At the same time, with the continuous development of China's economy and society, the demand for the environmental art design industry will also continue to increase, providing graduates with a broad employment space [6].

### **2.4. Analysis of Employment Competitiveness**

In the current social and economic environment, the employment competitiveness of the environmental art design profession is an important indicator of the quality of the education of the profession and the future career development of students. From the perspective of market supply and demand, graduates of environmental art design majors face greater competitive pressure, on the one hand, because the number of talents trained in the specialty is not synchronized with the growth of social demand, and on the other hand, because of the industry's increasing demand for the quality of talents.

First of all, the level of professional skills is the basis for the competitiveness of employment. Environmental art design students need to master a solid foundation of design theory, skilled operating skills and a certain degree of design innovation and aesthetic literacy. The cultivation of these abilities not only requires students to learn professional knowledge in the classroom, but also needs to be practiced and enhanced through a large number of practical projects and internship experiences. Secondly, comprehensive quality is also an important part of employment competitiveness. This includes good communication and expression skills, teamwork spirit, stress resistance and motivation for continuous learning. In interviews and jobs, these non-professional skills can often determine an individual's performance and popularity. Furthermore, the acquisition of industry certifications and qualifications is also an important way to enhance employment competitiveness. For example, students majoring in environmental art and design can obtain relevant designer qualification certificates, which not only proves their professional level, but also helps to gain an advantage in job hunting [7]. In addition, personal portfolio and project experience are also important ways to show students' strength. A well-prepared portfolio can visually demonstrate students' design ability and style, while rich project experience can prove students' ability to apply theoretical knowledge to practice. Finally, with the development of digitalization and information technology, students majoring in environmental art design also need to master certain digital design tools and techniques to adapt to the development trend of the industry.

To summarize, the employment competitiveness of environmental art design majors is the result of a combination of factors. Students need to work hard in both academic and practical aspects to comprehensively improve their comprehensive quality to adapt to the changing market demand. At the same time, schools and industries should also provide more resources and opportunities to help students improve their employment competitiveness [8].

### **3. Employment Problems and Causes of Environmental Art and Design Majors in Undergraduate Colleges and Universities**

#### **3.1. Overview of Employment Problems**

Graduates of environmental art and design majors in undergraduate colleges and universities are faced with a series of problems and challenges in the employment process. First of all, the job market is highly competitive, the number of graduates is huge, but the market demand is limited, resulting in increased difficulty in employment. Secondly, the employment field of environmental art design majors is relatively narrow, mainly concentrated in several fields such as real estate, landscape design, interior design, etc., with limited employment options. In addition, graduates generally have problems such as insufficient practical experience and weak innovation ability, resulting in insufficient competitiveness in the job market. Meanwhile, some graduates' lack of understanding of the job market and unclear career planning for themselves also affect their employment results. In addition, the education system of environmental art design majors in some undergraduate colleges and universities is out of touch with the market demand, which leads to the difficulty of graduates to meet the needs of enterprises in the employment process. To summarize, graduates of environmental art design majors in undergraduate colleges and universities face various problems and challenges in the employment process, such as market demand, personal ability and education system [9].

#### **3.2. Analysis of Reasons**

##### **3.2.1. Problems of Education System**

In the current education system of environmental art design majors in undergraduate colleges and universities, there are a number of problems that affect the employment of graduates. First, the curriculum is too theoretical and lacks practicality. Many colleges and universities' environmental art design professional curriculum is still based on the traditional education model, which emphasizes the learning of theoretical knowledge and neglects the cultivation of practical operation ability. This leads to the lack of practical experience of graduates in the job market, and it is difficult to meet the needs of enterprises. Secondly, practical teaching is insufficient. Although some colleges and universities have offered practical courses, often due to limited equipment resources, insufficient practice bases and other reasons, practical teaching is ineffective. In addition, the cooperation and communication between industry, academia and research is not deep enough. The cooperation between many institutions and enterprises only stays on the surface, lacking substantive talent training and project cooperation. This makes it difficult for students to come into contact with the latest developments and cutting-edge technologies in the industry, which affects their competitiveness in employment.

To address these problems, it is necessary to carry out educational reform and innovation. First of all, the curriculum should pay more attention to practicability, increase the proportion of practical courses and provide more opportunities for practical operation. At the same time, strengthen the cooperation and communication between industry, academia and research, establish long-term and stable cooperative relationship with enterprises, and jointly

cultivate talents that meet the market demand. Secondly, strengthen the construction of practical teaching resources, increase the input of practice bases and equipment, and improve the effect of practical teaching. At the same time, students are encouraged to participate in actual projects and contact the industry in advance to improve their practical ability and employment competitiveness. Through these reforms and innovations, we can better cultivate environmental art design professionals who can adapt to the market demand and improve their employment situation.

##### **3.2.2. Industrial Structure Problem**

The industrial structure problem is an important factor affecting the employment of environmental art design majors in undergraduate colleges. First of all, the industrial chain of China's environmental art design industry is still incomplete, resulting in graduates facing the problem of insufficient positions in the employment process. At present, China's environmental art design industry is mainly concentrated in the fields of interior design, landscape design, architectural design, etc., while the development of related derivative industries such as environmental protection material research and development, green architectural design, etc. is relatively slow, which makes graduates have limited choices in the job market [10]. Secondly, there is an imbalance between market demand and supply in China's environmental art design industry. With the advancement of urbanization, the demand for environmental art design talents increases year by year. However, because the development speed of the industry can not keep up with the growth rate of market demand, resulting in a prominent contradiction between supply and demand, and increased pressure on the employment of graduates. In addition, the fierce competition within the industry is also part of the industrial structure problem. Due to the large number of graduates in environmental art and design and the limited number of quality jobs, it makes the competition among graduates intense. In addition, the internal analysis of the industry, so that some graduates in the employment process is faced with the plight of "work, no pay", further exacerbating the competitive pressure of the job market [11].

In view of the industrial structure problem, China needs to accelerate the development of the environmental art design industry related industry chain, especially the growth of the derivative industry, in order to broaden the employment field of graduates. At the same time, the government and enterprises should increase support for the environmental art design industry to promote the balance between market demand and supply. In addition, self-discipline should be strengthened within the industry to standardize the market order and create a fair, competitive and orderly employment environment for graduates.

##### **3.2.3. Problems of Students' Individual Ability**

In the current job market, the problem of students' individual ability has become a major obstacle to the employment of graduates of environmental art design majors in undergraduate colleges and universities. First of all, due to the wide range of knowledge involved in environmental art and design majors, including fine arts, design, architecture, planning and other fields, students need to master more professional knowledge and skills. However, due to the curriculum and teaching content, some students may only excel in one field while lacking sufficient knowledge and skills in other fields. This leads to the fact that they can only be competent in some specific positions when they are employed and cannot meet the demands of other positions

[12]. Secondly, insufficient practical ability is also an important aspect of students' personal ability problem. Environmental art design is a highly practical specialty, which requires students to have strong hands-on ability and innovative thinking. However, due to the insufficiency of practical teaching links, some students may not be able to cope with complex design tasks in the actual work, and it is difficult to meet the needs of enterprises. In addition, soft power such as communication ability and teamwork ability is also an important part of students' personal ability. However, due to various reasons, some students also have certain deficiencies in this area. They may not be able to express themselves effectively or establish good cooperative relationship with others in the process of communicating with customers and participating in teamwork.

To address the above problems, it is necessary to put forward corresponding countermeasures. Firstly, schools should optimize the curriculum, strengthen practical teaching, and train students with solid professional knowledge and skills. Secondly, schools and enterprises should strengthen the cooperation between industry, universities and research institutes to provide more practical opportunities for students and improve their practical ability. In addition, students should also pay attention to the improvement of their personal ability, actively participate in various practical activities, and exercise their communication skills and teamwork ability. Only in this way can they be invincible in the fierce employment competition.

## **4. Suggestions for Countermeasures**

### **4.1. Educational Reform and Innovation**

#### **4.1.1. Curriculum and Practical Teaching**

Curriculum and practical teaching are the key links to improve the employability of students majoring in environmental art design. First of all, the school should adjust the curriculum according to the market demand and increase the practical courses related to the industry, such as sustainable design, green building, interior design, etc., in order to cultivate students with solid professional knowledge and skills. At the same time, they should focus on the combination of theory and practice, and increase the proportion of practical teaching, such as arranging students to participate in actual projects, internships and practical training, in order to improve students' practical operation ability and problem-solving ability [13]. In addition, the school can invite industry experts and enterprise representatives to give lectures and exchanges in the school to share the latest industry news and experience and help students understand the market demand and development trend. At the same time, students are encouraged to participate in various professional competitions and exhibitions to enhance their professionalism and innovation ability.

In order to better meet the needs of enterprises, schools can establish industry-university-research cooperation bases with enterprises to jointly train students with practical operation experience and professionalism. Enterprises can provide students with opportunities for internship and employment, while schools provide technical support and talent reserves for enterprises. Through the cooperation of industry-university-research, students can better understand the characteristics of the industry and improve the competitiveness of employment.

In conclusion, the reform of curriculum and practice

teaching should focus on market demand, strengthen the practice link, and train students to have solid professional knowledge and skills, practical operation ability and innovation ability. Through industry-university-research cooperation, more practical opportunities are provided for students to improve their employment competitiveness. On this basis, students will stand out in the fierce job market and better serve the environmental art design industry.

#### **4.1.2. Industry-university-research cooperation and exchange**

Industry-university-research cooperation and exchange is an effective way to improve the employment competitiveness of graduates of environmental art design majors in undergraduate colleges. First of all, the school can establish close cooperation with enterprises to understand the industry demand, adjust the curriculum and practical teaching content, and make the teaching closer to reality. Through enterprise internship, project cooperation and other forms, students can contact the actual work in advance to improve their practical ability and vocational skills. Secondly, schools can also communicate and cooperate with other universities and research organizations to share resources and improve teaching quality. Through academic exchanges and seminars, teachers can learn about the latest industry news and development trends, constantly update their knowledge and improve their teaching level. At the same time, students also have the opportunity to come into contact with the excellent experiences and practices of other schools and broaden their horizons. In addition, schools can establish links with industry organizations and associations to strengthen interaction and cooperation with other industries. In this way, students can learn about more cross-sector employment opportunities and enhance their competitiveness in employment. At the same time, the school can also invite industry experts to give lectures at the school to share experiences and cases, so that students can better understand the current situation and development trend of the industry.

In summary, the cooperation and exchange between industry, academia and research is of great significance to improve the employment competitiveness of graduates of environmental art design majors in undergraduate colleges and universities. By strengthening cooperation and exchange, schools can better meet the needs of enterprises, cultivate excellent talents with practical ability and innovative spirit, and help students to be successfully employed. At the same time, students should also actively participate in cooperation and exchange activities, constantly improve their comprehensive quality, and lay a solid foundation for future career development [14].

### **4.2. Industrial structure adjustment and upgrading**

Industrial structure adjustment and upgrading is an important countermeasure to solve the employment problem of environmental art design majors. At present, China is in a critical period of economic transformation and upgrading, and this transformation provides a broad development space for the environmental art design profession. First of all, with the acceleration of urbanization, the demand for urban planning and construction continues to grow, providing more employment opportunities for graduates of environmental art design. Secondly, the in-depth popularization of the concept of environmental protection promotes the development of green building and sustainable environmental design, which

provides a new employment direction for students majoring in environmental art design. In addition, the state's support for the cultural industry also provides a good development environment for environmental art design majors. In recent years, China's cultural industry policy continues to improve, cultural and creative industries have been rapid development. As an important part of the cultural and creative industry, environmental art design has been vigorously supported by national policies, which helps to enhance the employment prospects of the environmental art design profession [15].

In order to better adapt to the needs of industrial restructuring and upgrading, the education of environmental art design majors also needs to be reformed accordingly. First of all, universities should strengthen the cooperation between industry, academia and research, and work closely with enterprises, design institutes and other employers to understand the needs of the industry, adjust the curriculum, and improve students' practical ability and innovation ability. Secondly, colleges and universities should focus on cultivating students' interdisciplinary literacy, such as the integration with related disciplines such as architectural design, urban planning, landscape design, etc., in order to broaden students' employment field. At the same time, students should also take the initiative to adapt to the market demand, constantly improve their professional skills and comprehensive quality, and enhance their competitiveness in the job market.

In conclusion, industrial restructuring and upgrading has brought new development opportunities for the environmental art design profession. By reforming the education mode, improving professionalism, strengthening the cooperation between industry, academia and research and other measures, graduates of environmental art design majors will be better adapted to the market demand and realize high-quality employment.

### **4.3. Students' Personal Development Strategy**

#### **4.3.1. Ability Enhancement and Career Planning**

In the current job market, graduates of environmental art design majors face fierce competition. In order to stand out in the job market, students need to continuously improve their professional abilities and skills, and at the same time make reasonable career planning.

Ability enhancement is an important aspect that students must pay attention to in the learning process. Students should accumulate practical experience and improve their professional skills by participating in various practical activities and internship opportunities. In addition, students should learn related software and technology, such as CAD, SketchUp, Photoshop, etc. These tools are very important in the field of environmental art design. At the same time, students should also focus on broadening their knowledge and learning related fields, such as architecture, urban planning, landscape design, etc., in order to improve their overall quality.

Career planning is the key to students' success in employment. Students should define their career goals and development direction according to their own interests and specialties. During their college years, students can develop their leadership and teamwork skills by joining clubs, holding student government positions, and participating in projects. In addition, students should also actively participate in industry exchange activities, meet people in the industry, and establish personal relationships to lay the foundation for their career

development.

In career planning, students also need to pay attention to industry dynamics and employment market trends. Understand the needs of different enterprises for environmental art and design professionals, as well as the direction of industry development. In this way, students can adjust their professional skills and knowledge structure according to market demand and improve their employment competitiveness. At the same time, students should also pay attention to stable employment channels such as civil servants and institutions to provide more choices for their career development.

In conclusion, to be successful in the job market, graduates majoring in environmental art and design need to continuously improve their professional abilities and skills, as well as make reasonable career planning. Through hard study, practice and accumulation of experience, we believe they can achieve excellent results in the future employment path.

#### **4.3.2. Broaden employment fields and perspectives**

In the current economic environment, the employment fields of environmental art design majors are not limited to traditional interior design and landscape design, but should be broadened to a wider range of fields. For example, with the enhancement of environmental awareness, green design and sustainable design have become a new employment direction. In addition, with the development of science and technology, digital design and virtual reality design have gradually become an emerging employment field for students majoring in environmental art and design. Therefore, students should actively pay attention to the development trend of the industry and continuously improve their professional skills and comprehensive quality to adapt to the changing employment market. At the same time, students should also actively broaden their employment perspectives, not only limited to traditional employment areas, but should actively explore emerging employment areas to increase their employment opportunities.

## **5. Conclusion**

In the current context of rapid social and economic development, the environmental art design profession, as a discipline that integrates art and technology, is receiving more and more attention. However, with the number of graduates increasing year by year, the employment situation of environmental art design majors has become increasingly severe. Through the study of the employment status and countermeasures of environmental art design majors in undergraduate colleges and universities, we find that to improve the employment rate of graduates, we need to start from various aspects, such as education reform, industrial restructuring and students' personal development.

Educational reform and innovation is the key. Schools should optimize the curriculum, strengthen practical teaching, and improve students' comprehensive quality and practical ability. At the same time, industry-university-research cooperation and exchanges can enable students to better understand the industry dynamics and adapt to the workplace in advance. Secondly, the adjustment and upgrading of industrial structure is also necessary. The state should increase support for the environmental art design industry, encourage innovation and technology development, and improve the competitiveness of the industry. In addition, it can also broaden the field of employment, combining the

environmental art design profession with real estate, urban planning and other related industries to provide students with more employment opportunities. Finally, students' personal development strategies should not be overlooked. Students should plan their career path in advance and improve their abilities, including professional skills, communication skills, teamwork and other aspects. At the same time, broaden their horizons, pay attention to industry trends, and grasp the employment opportunities.

In conclusion, although there are certain problems in the employment status of environmental art design majors in undergraduate colleges and universities, it is believed that the employment situation will be significantly improved in the future through the efforts of education reform, industrial restructuring and students' personal development.

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