

## Article

# Research on the Reconstruction of the Innovative Talent Training Model of "Three Chain Synergy" in Design Specialty with AIGC Empowerment from the Perspective of Industry-Education Integration

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**Abstract:** Industry-education integration serves as the cornerstone for higher education to align with industrial demands and cultivate applied innovative talents in the new era. The iterative application of AIGC technology has injected digital momentum into the deep synergy of the education chain, talent chain, and industrial chain in design disciplines. However, current "three-chain synergy" training in design programs faces challenges such as superficial integration, insufficient AIGC empowerment, and disconnection between talent cultivation and industrial digitalization needs, making it difficult to meet the requirements of intelligent transformation in the design industry. This paper examines industry-education integration through the lens of AIGC technology's core empowering value, defining the essence of AIGC-driven "three-chain synergy" in design education. It analyzes existing limitations in talent cultivation models and explores an innovative framework: "industry-education integration as the foundation, AIGC technology as the driver, and three-chain synergy as the goal." Practical pathways and safeguard strategies for model reconstruction are proposed, aiming to provide theoretical references and practical paradigms for design disciplines to deepen industry-education integration, achieve "three-chain" synergy, and cultivate innovative design talents aligned with industrial development through AIGC technology.

**Keywords:** industry-education integration; AIGC; design discipline; three-chain synergy; talent cultivation model reconstruction

## 1. Introduction

Amid the deep integration of the digital economy and creative industries, the design sector is undergoing accelerated intelligent and digital transformation. AIGC technology, with its core capabilities in creative generation, process optimization, and visual design, has redefined job requirements, work models, and industry standards in the design field. There is now an urgent need for versatile innovative talents who combine creative innovation, AIGC application skills, and industry implementation capabilities [1]. As a key initiative to synchronize higher education with industrial development, industry-education integration has become the inevitable choice for design disciplines to bridge the education chain, talent chain, and industrial chain, achieving precise alignment between talent cultivation and industry demands [2].

The current "triple-chain synergy" talent cultivation model in design disciplines at Chinese universities still faces multiple challenges. Industry-education integration remains superficial, primarily limited to corporate internships and project collaborations, lacking a deep collaborative mechanism supported by AIGC technology. While AIGC is applied as a tool in teaching, it fails to form organic synergy with industry-education integration and the triple-chain synergy. The educational curriculum and teaching models have not kept pace with the digital demands of the design industry, while talent

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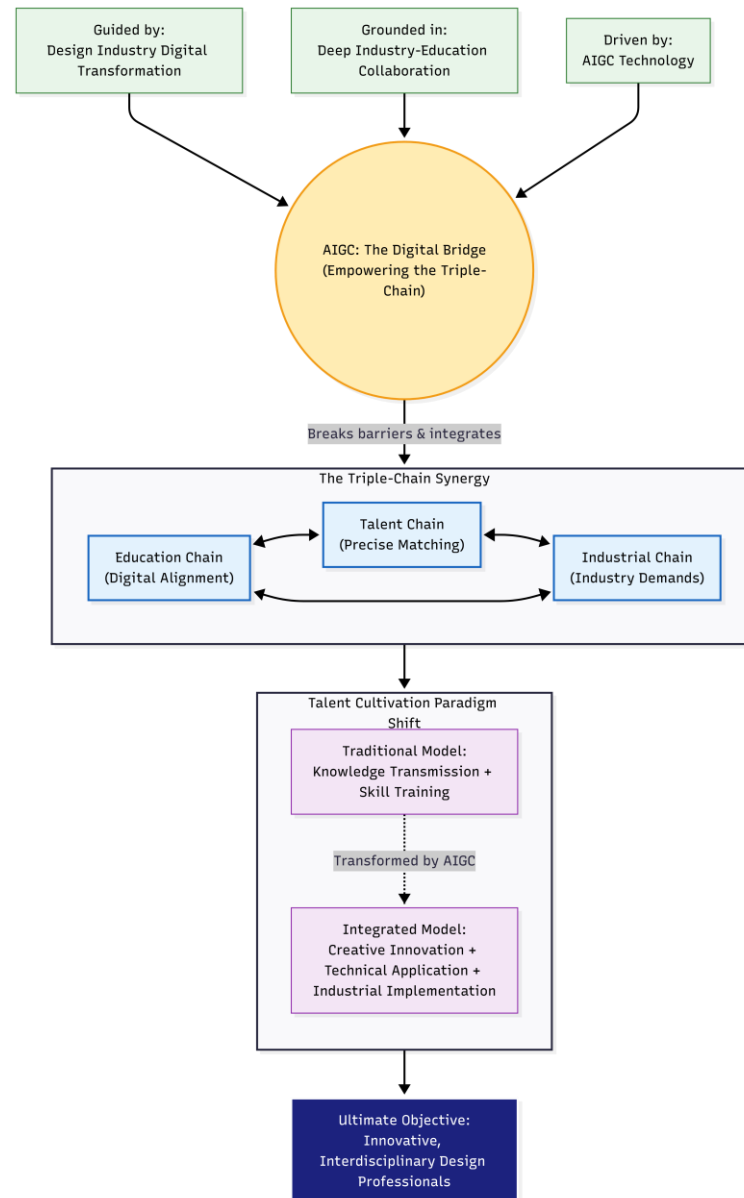
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development remains disconnected from industrial job requirements [3]. Against this backdrop, reconstructing an innovative talent cultivation model for design disciplines through AIGC empowerment from the perspective of industry-education integration is not only an intrinsic need for design disciplines to adapt to industrial intelligent transformation, but also a core task for universities to deepen industry-education integration and achieve innovative talent cultivation goals. This initiative holds significant practical importance for promoting high-quality development in design education and empowering the digital transformation of the design industry [4].

## **2. The Core Connotation and Value of AIGC Empowering the "Three-Chain Synergy" in Design Studies from the Perspective of Industry-Education Integration**

### *2.1. Core Connotation*

From the perspective of industry-education integration, AIGC empowers the "triple-chain synergy" in design disciplines. This approach is guided by the digital transformation needs of the design industry, grounded in deep industry-education collaboration, and driven by AIGC technology. It integrates AIGC comprehensively into the entire collaborative process of the design discipline's education chain, talent chain, and industrial chain [5]. Through resource integration and collaborative education between universities and design enterprises, it constructs a talent cultivation system characterized by "industry demand leadership, AIGC technology empowerment, deep integration of the three chains, and innovation capability orientation." The core objective is to break down collaborative barriers between academia and industry, achieving deep integration of AIGC technology with industry-education fusion, digital alignment between education and industrial chains, and precise matching between talent chains and industry demands [6]. AIGC serves as a digital bridge connecting industry-education integration and triple-chain synergy, driving the transformation of design discipline talent cultivation from "knowledge transmission + skill training" to an integrated model of "creative innovation + technical application + industrial implementation." Ultimately, this fosters innovative, interdisciplinary design professionals tailored for the intelligent development of the design industry (As shown in Figure 1).



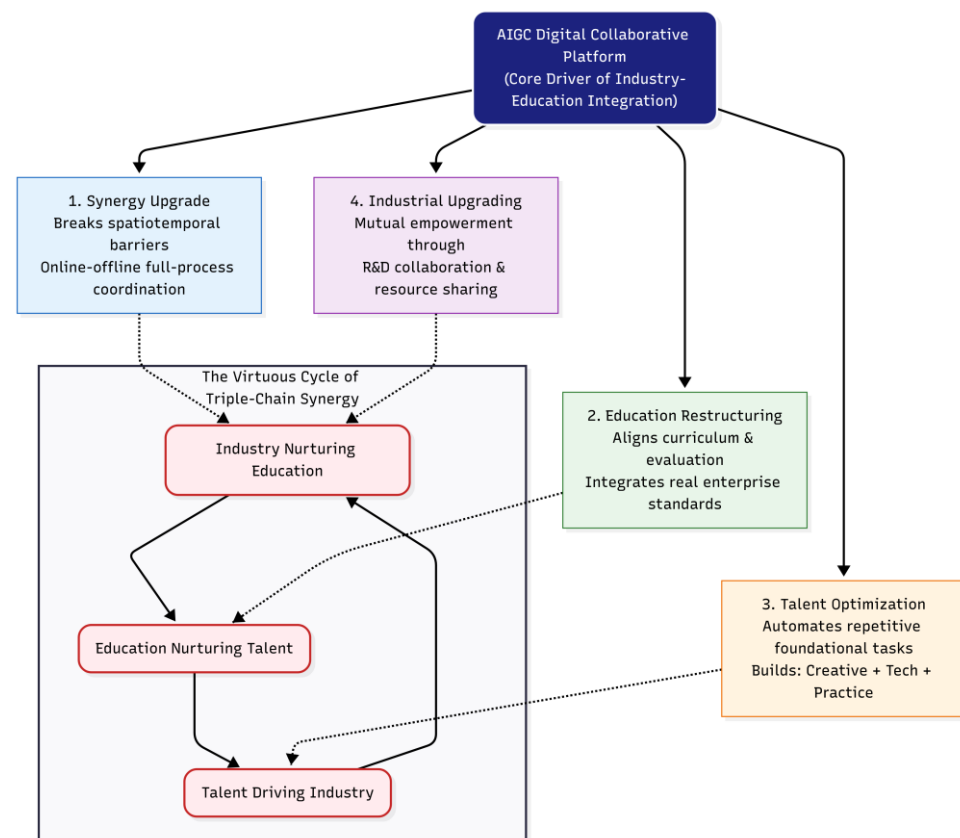
**Figure 1.** AIGC-Empowered Triple-Chain Synergy in Design Disciplines.

## 2.2. Core Values

Empowering the upgrade of industry-education integration and driving the digital transformation of the three-chain synergy, AIGC technology provides a digital collaborative platform for industry-education integration [7]. It breaks down the spatiotemporal barriers between universities and enterprises, facilitating the transition from "offline superficial cooperation" to "online-offline integration and full-process coordination." Through AIGC, universities and enterprises can jointly develop courses, conduct cloud-based collaborative training, and co-create real industry challenges. This enables real-time transmission of industrial chain demands to educational and talent development systems, promoting the digital, intelligent, and routine development of the "three-chain synergy." The education system is restructured to achieve precise alignment between design education and industrial needs. Guided by industry-education integration, AIGC technology is leveraged to reconstruct the curriculum system, teaching models, and evaluation systems for design disciplines. AIGC application standards from design enterprises, industrial design processes, and real project cases are integrated throughout the educational process, driving the transformation of traditional design

education toward digitalization and industrialization. This ensures that talent cultivation goals in the education chain closely match job requirements in the industrial chain [8].

Optimizing talent chain cultivation, we develop a multidisciplinary innovation design talent framework. AIGC technology replaces repetitive and foundational tasks in design creation, enabling students to focus on core competencies like creative conceptualization, aesthetic expression, and industrial implementation. Through industry-education integration, students gain practical experience in real-world projects, honing AIGC application skills, design optimization, and cross-team collaboration. This builds a "creative innovation + AIGC technology + industrial practice" competency structure, refining the talent development system. Empowering industrial upgrading, this model achieves mutual empowerment between education and industry [9]. Universities leverage AIGC technology to supply design enterprises with high-caliber innovative talents, while collaborating with companies to advance AIGC design R&D and industrial applications, driving digital and intelligent upgrades in the design sector. Enterprises provide universities with practical scenarios, industrial resources, and job requirements, which in turn enrich talent cultivation and research innovation. This creates a virtuous cycle of "education nurturing talent, talent driving industry, and industry nurturing education" through industry-education integration (As shown in Figure 2).



**Figure 2.** The Four Core Values and Virtuous Cycle of AIGC-Empowered Industry-Education Integration.

### 3. The Existing Dilemma of "Three-Chain Synergy" Talent Cultivation in Design Studies under the Perspective of Industry-Education Integration

#### 3.1. The integration of industry and education remains superficial, with the three-chain collaboration lacking digital connectivity

The current industry-education integration in design studies remains at a superficial level, primarily limited to "corporate internships and small-scale curriculum development through school-enterprise partnerships." Universities and enterprises lack a regular, end-

to-end collaborative talent cultivation mechanism. Meanwhile, AIGC technology, as a digital collaboration tool, has not been fully utilized. Without leveraging AIGC to build cloud-based collaborative platforms, real industrial chain demands cannot be promptly relayed to educational institutions [10]. Consequently, talent cultivation in education fails to precisely align with job requirements in the industrial chain, resulting in a loose and superficial "triple-chain synergy."

### *3.2. AIGC technology underdeveloped, education chain digital transformation lags behind*

Most universities' AIGC technology instruction in design programs remains confined to basic tool operation, failing to establish organic synergy with industry-education integration and the "three-chain collaboration" (industry, education, and talent). The curriculum predominantly focuses on traditional design knowledge, lacking core courses that deeply integrate AIGC technology with industrial demands, such as "AIGC Industrial Design Applications" and "AI Creative Design and Project Implementation." Teaching methods still rely heavily on classroom lectures, lacking innovative approaches like project-based learning and cloud-based collaborative teaching. The digital and industrial transformation of the education chain lags behind, making it difficult to meet the talent development needs of the "three-chain collaboration."

### *3.3. Talent chain cultivation is out of sync with industrial demands, revealing deficiencies in competency frameworks*

The talent development process suffers from a bias toward creativity over technical skills and theory over practice. Students lack both AIGC (Artificial Intelligence Generated Content) application proficiency and industry-specific operational competencies, making them ill-prepared for the intelligent workflow of the design sector. Furthermore, the industry-education integration training lacks targeted focus, leaving students unable to develop practical skills like implementing design solutions or integrating AIGC technology with design in real-world projects. This creates a significant disconnect between the talent pipeline's capabilities and the demands of the industry, resulting in ineffective cultivation of interdisciplinary innovative talents.

### *3.4. Imbalanced faculty competency structure, lacking industry-education integration and AIGC (Artificial Intelligence Generated Content) integration teaching capabilities*

The faculty of design programs predominantly hold traditional design backgrounds, with some lacking systematic AIGC (Artificial Intelligence Generated Content) technical knowledge and practical skills, hindering the integration of AIGC into design education. Moreover, most instructors lack hands-on experience in design enterprises and have limited understanding of industry-specific job requirements and technical standards in the AIGC era. This inability to incorporate industry practices into classroom teaching, combined with the dual deficiency in both industry-education integration and AIGC capabilities, has become a core bottleneck constraining innovation in talent cultivation models.

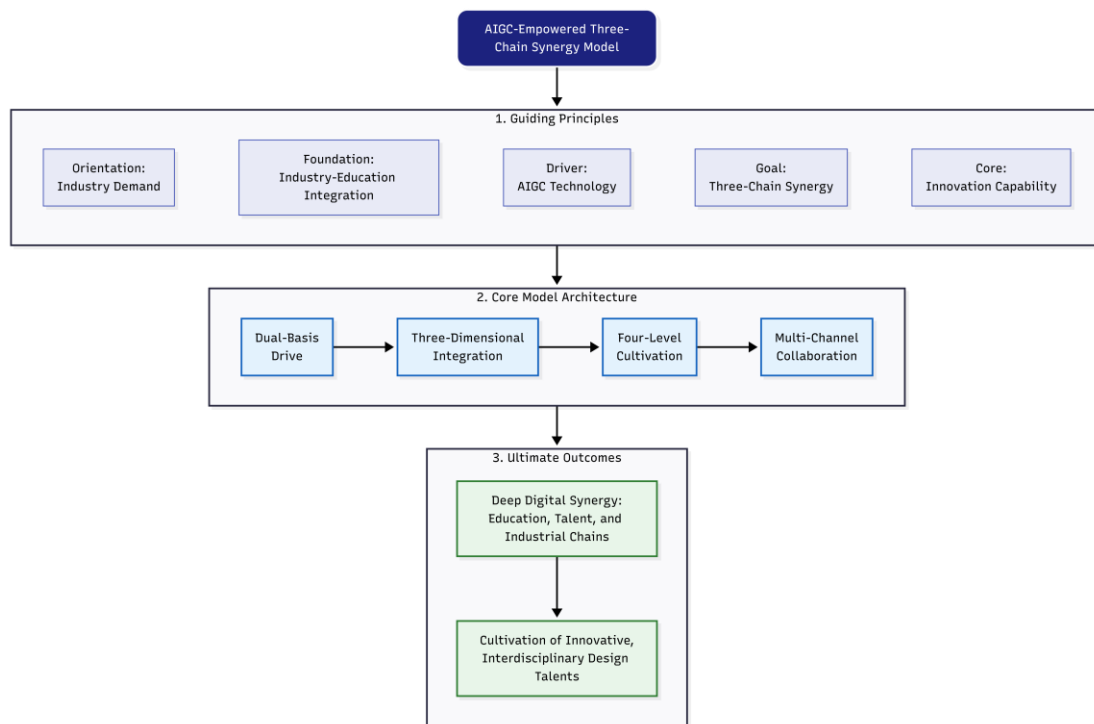
### *3.5. Incomplete collaborative safeguard system and lack of long-term support for operational models*

The collaboration between universities and enterprises lacks a robust industry-education integration mechanism, with unclear delineation of responsibilities in talent cultivation, curriculum development, and practical training base construction. Furthermore, there is a shortage of specialized AIGC (Artificial Intelligence Generated Content) teaching resources and supporting infrastructure, including professional AIGC design labs, cloud-based collaborative training platforms, and licensed AIGC design tools. Additionally, the current talent evaluation system remains overly focused on academic performance, failing to incorporate enterprise feedback, industrial project implementation outcomes, and AIGC application capabilities as core assessment criteria. These systemic

deficiencies hinder the sustainable operation of the "industry-academia-government collaboration" talent development model.

#### 4. Reconstructing the Innovative Talent Cultivation Model of "Three-Chain Synergy" in Design Studies under the Perspective of Industry-Education Integration with AIGC Empowerment

Guided by the principles of "industry demand orientation, industry-education integration as the foundation, AIGC technology as the driver, three-chain synergy as the goal, and innovation capability as the core", this study reconstructs an innovative talent cultivation model for design disciplines under the AIGC empowerment framework. The model, termed "Dual-Basis Drive, Three-Dimensional Integration, Four-Level Cultivation, and Multi-Channel Collaboration", achieves deep digital synergy among education, talent, and industrial chains. It cultivates innovative interdisciplinary talents tailored for the intelligent development of the design industry (As shown in Figure 3).



**Figure 3.** Reconstructed Innovative Talent Cultivation Model for Design Studies

##### 4.1. Dual-Driven Model: Industry-Education Integration Foundation + AIGC Technology

By establishing industry-education integration and AIGC technology as dual foundations and core drivers for talent development, these two elements are deeply integrated and synergistically enhanced. Industry-education integration serves as the cornerstone, breaking down resource barriers between universities and design enterprises while fully incorporating industrial demands, corporate resources, and practical scenarios throughout the talent cultivation process. AIGC technology acts as the digital catalyst, restructuring teaching frameworks, training systems, and collaborative mechanisms to propel industry-education integration toward digital and intelligent upgrades. This transformation positions AIGC as the pivotal link connecting industry-education integration with the tri-chain synergy, enabling deep integration and efficient coordination across the three industrial chains.

##### 4.2. 3D Fusion: Deep Digital Synergy of Education Chain, Talent Chain, and Industrial Chain

Leveraging industry-education integration and AIGC technology as the bridge, we drive three-dimensional synergy and deep integration among the education chain, talent

chain, and industrial chain to establish a closed-loop collaborative education system. Education Chain: Jointly led by universities and enterprises, this chain utilizes AIGC technology to reconstruct curriculum systems, teaching models, and evaluation frameworks, incorporating industry standards, project cases, and technical requirements into education to achieve precise digital alignment between education and industry. Talent Chain: Focusing on innovation capability cultivation, this chain leverages digital teaching and industry-education integration practices to develop students' compound competencies in "creative innovation + AIGC technology + industrial operation," ensuring precise matching between talent development and industry demands. Industrial Chain: Enterprises provide real-world needs, practical scenarios, and job resources, while universities leverage their talent and research advantages to jointly develop AIGC design technologies and industrial applications. This drives digital upgrades in the industrial chain while simultaneously optimizing and enhancing the education and talent chains.

#### *4.3. Four-tier Cultivation: Building a Stepwise Industry-Education Integration Innovation Talent Development System*

By aligning design students' developmental patterns with industry talent demands and leveraging AIGC technology alongside industry-education integration, we establish a four-tiered talent cultivation system: foundational skills, integrated capabilities, innovative competencies, and implementation expertise, achieving systematic and industrialized talent development. The foundational skills tier focuses on "design fundamentals + digital literacy," led by universities with corporate participation. Courses such as traditional design basics, AIGC technology fundamentals, and design industry awareness cultivate students' aesthetic judgment, basic software operation, and AIGC tool mastery, laying a solid foundation. The integrated capabilities tier emphasizes "design thinking + AIGC applications," where universities and enterprises collaborate to integrate AIGC technology into core courses. Students master creative generation, design optimization, and visualization techniques, achieving deep integration of design thinking and AIGC technology. The innovative competencies tier centers on "creative innovation + collaborative design," utilizing AIGC cloud collaboration platforms to introduce real corporate design challenges. Students work in project teams to develop creative designs, fostering innovation, cross-team collaboration, and AIGC-driven creativity. The implementation expertise tier focuses on "industry practice + solution implementation." Through corporate internships and training programs, students complete industrial optimization and project execution under dual mentorship from both industry and academic advisors, developing practical skills in industry operations, project management, and design commercialization.

#### *4.4. Multi-party Collaboration: University + Enterprise + Industry Association + Research Institution*

To establish a multi-stakeholder collaborative education mechanism integrating universities, enterprises, industry associations, and research institutions, providing comprehensive support for the synergy of the three chains (education-industry-chain). Universities are responsible for theoretical instruction, foundational skill development, and scientific innovation in talent cultivation. Enterprises provide practical scenarios, real-world industry challenges, job resources, and corporate mentors to conduct hands-on training and industry-specific skill development. Industry associations formulate AIGC design talent training standards, build university-enterprise collaboration platforms, and facilitate standard alignment between education and industrial chains. Research institutions conduct AIGC design technology R&D to provide technical support for talent development and industrial applications. This quadrilateral collaboration forms a synergistic force in talent cultivation.

## **5. The Practical Path of AIGC Empowering the "Three-Chain Synergy" Talent Cultivation Model in Design Studies from the Perspective of Industry-Education Integration**

### *5.1. Enhancing Industry-Education Integration: Building an AIGC Digital Collaborative Education Platform*

Universities, design enterprises, and industry associations have jointly established an AIGC-powered cloud-based collaborative education platform for industry-education integration. This platform consolidates academic resources from universities, industrial resources from enterprises, and industry standards from associations, enabling joint curriculum development, co-creation of real-world cases, collaborative training research, and shared outcomes. Featuring modules for course instruction, cloud-based training, industrial projects, and talent evaluation, the platform leverages AIGC technology to facilitate cross-temporal collaborative teaching, cloud-based joint training, and online industrial project matching. It ensures real-time transmission of industrial chain demands to educational and talent development systems, driving the digital and sustainable advancement of the tripartite synergy among education, industry, and talent.

### *5.2. Reconstructing the Curriculum Teaching System to Achieve Precise Alignment Between Education and Industry Chains*

Guided by industry-education integration and leveraging AIGC technology, universities and enterprises jointly reconstruct a modular curriculum system for design disciplines, structured as "Basic Module + Integration Module + Industry Module + Innovation Module". The Basic Module focuses on design fundamentals and AIGC basics. The Integration Module incorporates AIGC technology into core courses such as graphic design, product design, and environmental design. The Industry Module, led by enterprises, offers courses on AIGC industrial design applications, practical project implementation, and industry standards. The Innovation Module utilizes real industry challenges to conduct project-based courses like AIGC creative design and interdisciplinary collaborative design, ensuring the curriculum closely aligns with job requirements and technical standards across the industrial chain.

### *5.3. Innovating Teaching and Training Models to Deepen the Integration of AIGC and Industry-Education Collaboration*

The innovative teaching model integrates AI-powered creative assistance, project-based learning, and industry-academia collaboration to achieve seamless integration of theoretical and practical education. In classroom instruction, AIGC technology enables rapid visualization of creative concepts and multi-dimensional design extensions, allowing teachers to focus on optimizing ideas, providing aesthetic guidance, and cultivating design thinking. For practical training, real-world corporate design projects are implemented through "real-world problem-solving and hands-on practice," where students complete the entire creative process from conceptualization to implementation under dual mentorship from university and industry experts. Additionally, the university-industry co-established AIGC Design Lab and industrial training base facilitate immersive offline training combined with cloud-based collaborative practice, significantly enhancing students' industry-specific operational skills.

### *5.4. Building a Dual-qualified Faculty Team to Enhance Industry-Education Integration and AIGC-Integrated Teaching Capabilities*

Through the "integration of talent cultivation and industry-academia collaboration" approach, we aim to build a dual-qualified faculty team with expertise in design pedagogy, AIGC technology, and industrial practice. First, specialized training programs will be implemented, including hands-on AIGC technology workshops and industry-education integration methodologies for university faculty, along with internships at partner enterprises to stay updated on industry trends and technical standards. Second,

we will strategically recruit interdisciplinary talents-AIGC-qualified professionals with design industry experience and veteran corporate design experts-as adjunct instructors. Third, a faculty exchange mechanism will be established, enabling corporate experts to conduct practical teaching at academic institutions and university faculty to participate in enterprise design projects, thereby achieving complementary strengths in the teaching team.

#### *5.5. Improving the Multi-dimensional Evaluation System to Achieve Comprehensive Assessment of Talent Development Quality*

To move beyond the single evaluation model focused solely on academic performance, we establish a comprehensive talent development quality assessment framework integrating university evaluations, corporate assessments, industry evaluations, and competency-based assessments. The evaluation metrics cover core dimensions including creative innovation capabilities, AIGC technology application proficiency, industrial project execution skills, and teamwork abilities. The assessment methodology combines formative and summative evaluations, utilizing the AIGC collaborative platform to document students' coursework, practical training processes, and project outcomes. University evaluations emphasize theoretical knowledge and design thinking, while corporate evaluations focus on industrial application and project implementation capabilities. Industry associations conduct professional competency certifications based on industry standards, achieving a holistic and multi-dimensional evaluation of talent development quality.

### **6. Strategies to Ensure the Operation of Talent Cultivation Model**

#### *6.1. Institutional Safeguards: Enhancing the Industry-Education Integration Collaborative Talent Cultivation Mechanism*

Universities and enterprises sign strategic cooperation agreements on industry-education integration, clearly defining their rights, responsibilities, and benefit-sharing mechanisms in areas such as talent cultivation, curriculum development, practical training base construction, and faculty mutual appointments. Meanwhile, the university establishes supporting management systems, including the AIGC Industry-Education Integration Teaching Management Measures, the Dual-qualified Faculty Development Measures, and the Multi-dimensional Talent Evaluation Measures, to provide institutional support for the sustainable operation of this model.

#### *6.2. Resource Support: Enhancing AIGC Industry-Education Integration Software and Hardware Resources*

To enhance resource allocation, the university and industry partners will jointly establish an AIGC Design Industry-Education Integration Laboratory, equipped with licensed AIGC design tools, high-performance computing systems, and digital presentation devices. Furthermore, by integrating academic teaching cases, corporate industry projects, and sectoral standards, a comprehensive AIGC Industry-Education Teaching Resource Library will be developed, providing robust software and hardware support for both theoretical instruction and practical training.

#### *6.3. Policy Support: Seeking Government and Industry Policy Backing*

Proactively engage with government departments in education, science and technology, culture and tourism to secure policy support and financial subsidies for industry-education integration and digital economy initiatives. By leveraging industry associations, align with design industry development policies and talent standards, and facilitate precise alignment between university talent cultivation and industry standards as well as industrial policies. This will foster a favorable policy environment for industry-education integration and the synergy of the three industrial chains.

#### 6.4. Cultural Safeguard: Cultivating an Educational Culture of Industry-Education Integration and Innovative Design

The campus cultivates an educational culture centered on "innovative creativity, technology empowerment, and industrial implementation". Through initiatives like the AIGC Design Competition, Industry-Education Integration Design Forum, and Industrial Project Exhibition, it creates a platform for student-enterprise collaboration, helping students develop industrial thinking and innovation awareness. Meanwhile, the campus integrates corporate design culture and craftsmanship spirit into its cultural development, fostering deep integration between academic and industrial cultures.

### 7. Conclusion

The integration of industry and education serves as the cornerstone for design disciplines to achieve "triple-chain synergy" and cultivate innovative talents. AIGC technology injects digital momentum into upgrading this integration and deepening the synergy among the three chains. Their deep integration has become an inevitable choice for design disciplines to adapt to industrial intelligent transformation. Currently, the "triple-chain synergy" talent cultivation in design disciplines faces challenges such as superficial integration of industry and education, insufficient empowerment by AIGC technology, and a disconnect between talent development and industry demands, necessitating an urgent restructuring of the talent cultivation model.

The innovative talent cultivation model, reconstructed in this paper as "dual-basis-driven, three-dimensional integration, four-tiered cultivation, and multi-stakeholder collaboration," leverages dual drivers-industry-education integration and AIGC technology-to achieve deep digital synergy across the education, talent, and industrial chains. This establishes a tiered talent development system and a collaborative education mechanism. Practical pathways are proposed, including building digital collaboration platforms, restructuring curricula, innovating teaching and training models, developing dual-qualified faculty, and refining multi-dimensional evaluation systems. Support strategies are formulated from institutional, resource, policy, and cultural perspectives to ensure the model's implementation and sustainable operation.

The design discipline must seize the opportunities presented by AIGC technology, leveraging industry-education integration as a key driver. By dismantling collaborative barriers between academia and industry, it can facilitate the deep integration of AIGC technology with teaching methodologies and industrial practices. This approach will establish digital and routine coordination across the three industrial chains, ultimately cultivating innovative interdisciplinary design professionals with creative innovation capabilities, AIGC application expertise, and industry implementation skills. Such talent development will not only advance high-quality design education but also provide robust support for the digital and intelligent transformation of the design industry, achieving mutual empowerment and shared growth through industry-education synergy and tri-chain collaboration.

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