

Innovation of Cultivation Mode of Digital Media Art Talents in Shandong from the Perspective of New and Old Kinetic Energy Conversion

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Abstract—The digital media industry with the core of IT and CG technology has broad prospects in the information age. The policy background of the transformation of new and old kinetic energy and the industrial environment put forward new challenges and requirements for the cultivation of Digital Media Talents in colleges and universities. This paper puts forward the innovative mode of digital media art talents training in Shandong Province under the new situation, promotes the improvement and innovation of digital media art education, realizes the docking of higher education and industrial demand better, supports the rise and growth of new industries, and cultivates more high-quality "science and technology + art", applied and innovative professionals for new momentum. Only in this way can the benign interaction between digital media art education and industrial collaborative development be formed.

Keywords—*Digital media art, Talent cultivation mode, Educational innovation*

I. INTRODUCTION

Accelerating the successive transformation of old and new kinetic energy is an important strategic task of China's economic transformation and development, and also a national project of Shandong Province's key construction. On January 10, 2018, the State Council formally approved the "General Plan for the Construction of Shandong New and Old Kinetic Energy Conversion Comprehensive Test Zone" and agreed to establish the "Shandong New and Old Kinetic Energy Conversion Comprehensive Test Zone". In order to effectively promote the transformation of new and old kinetic energy, Shandong has made systematic arrangements, including constantly adjusting the layout of industrial structure, including the information technology industry and cultural and creative industries in the top ten industries of intensive cultivation, and proposed to accelerate the development of digital publishing, mobile media, animation games, creative design and other emerging digital media industries, foster new momentum. Those make the digital media industry an important engine for the rapid and ecological development of the economy.

II. THE ERA SYMPTOM OF SHANDONG DIGITAL MEDIA TALENT TRAINING

The digital media industry with IT technology and CG technology as its core has broad prospects for development in the information age. With the rapid development of mobile Internet, digital media has penetrated into every aspect of people's lives. The government policy background, the overall industry environment and the increasing expansion of the digital media product form have also constantly promoted profound changes in the field of digital media. In recent years, the education of digital media majors has made great progress in China. Digital media has once become a popular major offered by colleges and universities. The number of digital media majors has shown a trend of linear growth, and the types of colleges and universities are diversified. According to statistics, by the year 2018, 18 colleges and universities in Shandong Province have set up digital media art specialty (231 colleges nationwide), ten colleges have set up digital media technology majors (167 nationwide), and the overall scale of digital media major has reached a certain volume. However, behind the appearance of professional prosperity, there are a series of problems, such as discipline construction, talent cultivation and so on. The contradiction between the industrial expansion and the huge talent gap has become a major obstacle to the development of digital media.

The development of the times has put forward new requirements for the cultivation of Digital Media Talents in Colleges and universities: the formation of new kinetic energy, the application of new industries driven by the demand for high-quality, application-oriented and innovative talents. Looking at the whole country, China Media University, as the first institution to offer digital media art major, has always followed the national policy orientation and industrial needs, implemented professional segmentation, opened digital media art (digital entertainment direction), and trained game developers based on the rapid expansion of the game market scale and national support. To build bricks and mortar for the development of China's game industry. Shanghai Normal University, on the other hand, takes advantage of its geographical advantages and the convenience of international exchanges, implements an open and cooperative mode of personnel training, which integrates production, teaching and research. Shanghai Normal University attaches great importance to the cooperation between universities and enterprises, joins with mobile communication providers, with 3G technology as a breakthrough point, opens up potential professional directions such as micro-video and mobile TV, to cultivate new media application talents[1].

Although Shandong is a big province of education and the hometown of Confucius and Mencius, it has profound traditional cultural resources, but the development of digital media art is far from the above universities. On the one hand, professional education is closely related to industrial development. The development of digital media industry in Shandong is restricted by the regional and surrounding industrial environment and other factors. On the other hand, the digital media majors in Shandong colleges and universities lag behind those in developed areas in terms of educational concept, teachers' skills, hardware and software equipment. According to the talent training programs of colleges and universities in Shandong Province, digital media art education in Shandong has the characteristics of wide caliber, wide curriculum system and inclination to cultivate high-level compound talents. At the same time, the unclear professional orientation, complex curriculum and lack of skilled teachers are also the reasons that lead to the separation of digital media education and social needs in Shandong Province, and the lag of talent cultivation in industrial development.

III. STRATEGIES FOR CULTIVATING DIGITAL MEDIA PROFESSIONALS FROM THE PERSPECTIVE OF NEW AND OLD KINETIC ENERGY TRANSFORMATION

Long term reserve of talents requires diversified assistance from all sides in the industrial chain. According to the requirements of new kinetic energy cultivation and industrial application-driven demand, and drawing lessons from the experience of famous universities, this paper examines and plans the professional orientation of colleges and universities, personnel training objectives and specifications, integration of production and education, teacher training and other innovative talents training strategies for digital media art in Shandong Province.

A. Clearance of the professional orientation and carrying out the training target of characteristic and hierarchical talents

Wu Jiawei, President of Hong Kong University of Science & Technology, pointed out that universities should never pursue types that do not conform to their own characteristics.[2] At present, the digital media art curriculum in most colleges and universities in Shandong Province is wide-ranging, involving computer applications, fine arts, film and television production and other courses. Due to the constraints of subject capacity-building, equipment, teachers and other constraints, students' academic burden is too heavy, and the quality of graduates is often difficult to meet the needs of the digital media industry. According to the focus of cultivating new kinetic energy, Shandong should focus on training high-level application-oriented talents who can be engaged in research, development, animation design, animation production in the four digital media fields of digital art, game development, animation design and animation production. According to the social needs, the characteristics of the school itself and the advantages of regional resources, colleges and universities should make a clear major orientation and formulate the characteristics of personnel training objectives, such as comprehensive colleges and universities, various categories of development and improvement, can concentrate on computer applications, fine arts, film and television production of three disciplines advantage resources interdisciplinary construction, joint training and rehabilitation of integrated digital media talents. For art colleges and universities, the emphasis is placed on the cultivation of artistic aesthetics and creativity, and more directional artistic talents such as digital media art design and interactive design should be set up. Fortunately, some colleges and universities in Shandong Province have begun to implement discipline segmentation according to different standards. For example, Shandong Institute of Arts and Crafts has set up digital media art (interactive design direction), trained creative design talents of interactive interface, and set up digital media art (clothing) in Shandong Women's College. Outsourcing Direction) through specialized courses, targeted, concentrated resources, focusing on the training of professional skills in the application of specialized talents.

B. Implementing the integration of production and education to open up the last mile of university education and industry Docking

At the end of 2017, the General Office of the State Council issued the "Several Opinions on Deepening the Integration of Industry and Education", pointing out that deepening the integration of industry and education, promoting the organic link between education chain, talent chain, industrial chain and innovation chain is an urgent requirement for pushing forward the structural reform of the supply side of human resources. Under the new situation, it is necessary to comprehensively improve the quality of education and expand achievements. Entrepreneurship, promoting economic transformation and upgrading, and cultivating new economic development momentum are of great significance.[3] The integration of industry and education is closely related to the development of higher education and industry, which can effectively solve the structural contradiction between the supply of talent education and the demand of industry. However, the integration of industry and education is not simply the introduction of enterprises into education, but should play a leading role in the industry, the dual role of universities and enterprises, and truly improve the market demand-oriented talent training model, in order to truly open up the "last kilometer" of university education and industry docking. Specifically, colleges and universities should first strengthen the docking with industry organizations, improve the degree of participation of industry enterprises in running schools, so that enterprises participate in the top-level design of school-enterprise cooperation personnel training standards. Secondly, the frontier technology and technicality of digital media art are doomed to keep up with the times. The integration of production and teaching should introduce the frontier production technology in time, conduct on-site drills and case teaching, so that students can be familiar with new methods, new technologies and new ideas. Finally, enterprises should share teachers and project resources with colleges and universities, let students really contact with the industry, participate in project production, through students constantly enrich their own industry practice, improve the ability of industry convergence, and then realize the precise docking of university education and industry market.

C. The exchange of teachers between enterprises and universities will make up for the shortage of teachers' skills and achieve win-win results for both schools and enterprises

Teachers are the main implementers of teaching activities. Students' cognition and the use of frontier technology all need teachers' guidance. Teachers in enterprises and colleges and universities should communicate with each other. Through external recruitment, front-line technicians from different industries should be introduced to teach in Colleges and universities. The accumulated professional experience and skills should be taught to students. Through internal training, teachers in Colleges and universities should be encouraged to go there. Line enterprises take part in physical training and study in the field. Teachers' intercommunication between enterprises and universities can not only greatly enhance teachers' industrial cognition and production level through targeted, professional and advanced teacher re-education training, but also make up for the shortcomings of the disconnection between existing teachers and industrial technology, and improve the art output of enterprises' products with the help of solid theoretical foundation and artistic accomplishment of University teachers. In order to achieve win-win results.

IV. CULTIVATION MODE OF DIGITAL MEDIA ART PROFESSIONALS FROM THE PERSPECTIVE OF NEW AND OLD KINETIC ENERGY CONVERSION

The all-round implementation of the new and old kinetic energy conversion strategy has a tremendous impact on the development of the digital media industry. In order to cultivate the industry talents needed for new kinetic energy growth better, Shandong Province should face up to its own problems and shortcomings in digital media art education, innovate the concept of art education, and break the predicament of personnel training. The implementation of a systematic one wing, three interactive mode of personnel training.

A. Double guidance + double tracks: classroom teaching as the main body, practice training and project-driven as the wings, giving students an effective way to enter the real industrial environment

Classroom teaching is the main channel to cultivate students' ability, but classroom teaching should not be limited to the traditional content inculcation, but should create a learning situation docked with the industry, the use of dual-guidance + dual-track personnel training model, that is, the field of external employment of high-quality talents docking frontier teaching, the implementation of professional and technical personnel by the industry front line. The double tutorial system, which is dominated by the "double-teacher" backbone teachers, will create an excellent teaching and training guidance team with excellent quality, which is composed of industry, enterprise experts and teaching backbone. At the same time, we adopt the practice platform of classroom docking practice and the dual-track talent practice system of curriculum docking enterprise project, and let the students integrate into the project production team driven by the project, so as to continuously improve the students' ability to meet the needs of the industry, lay a foundation for discipline construction, student employment and enterprise talent reserve in colleges and universities, and ultimately students' skill acquisition comes from the professional skills of the enterprise, but also through the school on the basis of practice to complete the academic and artistic training[4].

B. Technological Innovation + Cultural Innovation: Taking Content Innovation as the Main Body, Scientific and Technological Innovation and Cultural Creativity as the Wings, Creating the Market Linking Path between Student Application Development and Artistic Creativity

Innovation leads to the transformation of kinetic energy. Digital media art is a complex subject which integrates technology and art. Creativity cultivation is the core and key of digital media art education. Scientific and technological innovation focuses on technology. Cultural creativity focuses on art and thought. The cultivation of talents with the trend of "scientific and technological innovation" + "cultural creativity" is conducive to creativity and creativity. Stimulate students' artistic imagination and application development ability, and promote the combination of artistic innovation and technological progress. In addition to classroom guidance and encouragement, the cultivation of students' creativity should be molded through practical training and put into the market to test the students' creativity, such as linking up with the industry, grasping the needs of the industry, actively participating in market creation; for example, making use of cultural and technological innovation platform and product supply and demand docking platform, timely completion of the transformation of results; Modern apprenticeship system, tutors with students to participate in technological innovation and project creativity; such as access to horizontal issues, timely economic benefits to students, etc., at the same time, Shandong is a large province of cultural resources, cultural creativity can be based on the cultural advantages of the province, strengthen the digital collection, preservation and preservation of cultural resources Application and so on, realizes the traditional culture breakthrough and the modern art innovation, thus effectively avoids the talented person training lags behind the industrial development reality, removes the malpractice which the number media education and the social demand splits.

C. Figures University, Enterprise and Industry's Interaction with Each Other to Build a New Mode of Ecological Development of Digital Media Art Education

The industry leads the development of higher education, and the cooperation between enterprises and universities serves the needs of the society. At present, although many colleges and universities put forward the talent training mode of integration of production, teaching and research, but the specific implementation degree and effectiveness are different, some just stay on slogans, colleges and universities for students to create a teaching environment in line with the industry, enterprises for colleges and universities to provide a platform for skills training and upgrading, industry for digital media to provide Only by linking

resources allocation and market in all fields can we realize the good cyclic interaction among universities, enterprises and industries, and construct a new ecological development model of digital media art education.

Influenced by the national cultural strategy, the cultivation of new momentum in Shandong Province and the adjustment of industrial structure, digital media is still developing rapidly in the current and future period. Digital media art education and personnel training must keep up with the pace of the times, keep up with the trend of the industry, and constantly explore ways to adapt to the new era and new industrial development situation, in line with the new era. The talent training mode of digital media art education law can promote the matching and integration of talent training supply side and industry demand side structure elements in quality and level, thereby enhancing the core competitiveness of the industry and providing a strong support for convergence and development.

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