A Discussion on the Talent Training of Film and Digital Media Major

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Abstract

Digital media art is a new discipline, which needs to be explored and improved in its construction. This paper summarizes and discusses the talent training mode and teaching reform of the major from the following three aspects: 1. The positioning and construction of digital media art; 2. The curriculum and setting of digital media art; 3. The exploration of practical teaching of digital media art. In the third aspect, this paper discusses the practical teaching from multiple perspectives, including the following four aspects: improving teachers' ability of practical operation, employing media practitioners as part-time teachers, vigorously building and making full use of laboratories, establishing practical teaching bases and carrying out in-depth school-enterprise cooperation. Through the research of this paper, the author hopes to contribute her findings to the exploration of talent cultivation of digital media art major in China, so as to continuously improve the quality of talent training and make talents better adapt to and meet the needs of social development.

Keywords:Film and digital media major; Technology and art; Talent training; Teaching reform and exploration

1. Introduction

Now we have entered the digital information age. Information technology and computer technology are developing rapidly, and the Internet has become a new and important media. What's more, these two combine and accelerate each other to transmit digital information to every corner of the world. To meet the requirements of this era, digital media art came into being. It involves many fields and has a wide range of intersections, and can be used in various environmental occasions. It has changed the working mode of the whole society and people's life style, changed the single work and technology from the past to the compound and efficient work and technology, greatly enriched the social spiritual and cultural life, and became an increasingly indispensable part of people's daily life.

2. Positioning and Construction of Film and Digital Media Art

Digital media art is an applied science, which cultivates information talents with good sense of art and design. Digital media art is produced and developed under the background of the rapid development of national digital media industry and cultural and creative industry. The major of digital media technology is a new major integrating digital film and television, animation, image, network multimedia and games. It aims to cultivate high-grade compounded talents who master the basic knowledge and skills of digital media technology, have good practical ability, artistic creativity and humanistic quality, and can do creative work in the fields of film and television, network multimedia, games and animation. In October 2012, the "Catalogue and Introduction of

Undergraduate Majors in Colleges and Universities" published by Higher Education Press stated the training objectives of digital media art major as follows: "This major cultivates high-grade applied talents who master the basic theories and methods in the field of information and communication, have the professional knowledge and skills of digital media production, transmission and processing, and have a certain degree of artistic accomplishment. She can comprehensively use the knowledge and skills learned to analyze and solve practical problems, and can apply the knowledge and skills learned to analyze and solve practical problems, and can take the jobs of designing, teaching, researching and managing in the fields of computer technology, network technology and digital communication technology, traditional radio, television, film, computer animation, virtual reality and other new generation of digital media field, professional design institutions, enterprises, communication institutions, colleges and research institutions in the field of digital media. " (Department of Higher Education, 2012).

The most important feature of digital media art major is digitization, and the core element is art design. Digital media art major includes new media art, digital film and television art, digital animation art, digital game art, digital design art, etc. The major takes computer science and digital media technology as the core, art and design as the extension, and integrates the two into one. You can not only feel the beauty of logic with careful and rational thinking, but also appreciate the beauty of art with strong emotional color from it.

This major emphasizes the combination of technology and art, and to achieve integration, but not "two skins". If the combination and integration is good, the major can cultivate high-quality compound talents, otherwise the students trained are not high in technology and art, and it is difficult to become high-quality compound talents and meet the needs of society.

In the author's university, digital media art major is divided into visual communication design major and digital media art major (interactive design and digital film and television streams). The major of visual communication design cultivates high-quality application-oriented talents, who have international design culture vision, Chinese design culture characteristics, meet the needs of the innovation era, integrate traditional plane (printing) media and modern digital media, and can be engaged in visual communication in professional design field, enterprises, communication institutions, market departments of large enterprises, colleges and research units design, teaching, research and management. Digital media art major emphasizes the improvement of students' comprehensive quality in humanities, art and science and technology. Relying on the cultural and creative industry and digital media industry, and closely combining with the new technologies, new ideas and new trends in the field of art design and media communication, the digital media art major cultivates compound applied talents with traditional art cultivation, solid theoretical knowledge of art design and digital software and hardware operation ability. The major consists of digital image stream focusing on digital image creation method, process and related technology learning, and interactive design direction focusing on the Internet, mobile Internet, virtual reality and other emerging areas of art creation methods, processes and related technology learning. After years of school running, the major has accumulated certain experience and achieved good results. The author's university ranked ninth among the 195 universities in China that set up this major in the ranking of undergraduate education major of China's universities published by China Science and education evaluation network in 2018, and obtained a five-star professional evaluation, ranking first among the new majors evaluated in the university. In the past five years, students of digital media system have won 9 gold awards, 4 silver awards and 1 bronze award in major professional competitions at home and abroad; 4 first prizes, 3 second prizes and 4 third prizes at national level; 13 first prizes, 12 second prizes and 13 third prizes at provincial and ministerial level, which shows that we have achieved fruitful results in talent cultivation.

3. The Curriculum and Setting of Digital Media Art

According to the talent training objectives, the curriculum of digital media art major include the following four categories: 1. Cultural courses such as humanistic quality and art history; such as introduction to art, introduction to digital media art, introduction to design, art communication, art history at home and abroad, design history at home and abroad, introduction to cultural creativity, and contemporary art trends. These courses can help build students' humanistic and artistic quality, improve their cultural and artistic taste, and have a profound impact on students' creative design and thinking methods in the future. 2. Basic courses of art major, mainly including design sketch and design color and other modeling and design basic courses, which are usually taught by teachers with solid foundation and rich experience, so as to cultivate students' practical ability and improve their artistic quality and aesthetic ability. 3. Computer technology digital courses, such as digital photography, digital plane art, digital color art, digital space art, two-dimensional and three dimensional image design, character image design, scene design and performance, digital video and audio technology, recording art, audio-visual language, network animation design, animation role and scene design, digital painting techniques, post film and television editing, 3D animation design, web design, film and television advertising and MV design, interface art design, etc. 4. Professional practice courses, including company project practice, social survey, project research, work creation, etc. These autonomous learning practice and exploration activities are dominated by teachers and students. The practice of digital media art specialty can enable students to make bold creation based on relevant theoretical knowledge and experience, so as to test their comprehensive ability to use knowledge. The knowledge structure and skills of digital media art specialty are well constructed by the curriculum and setting, which lays a solid foundation for cultivating compound talents with high quality, meeting and adapting to social needs.

4. The Exploration of Practical Teaching of Digital Media Art

Digital media art major is a practical major. Therefore, the practical operation ability of graduates is a very important indicator for the realization of talent training objectives and the satisfaction of employers. And the last item in the professional curriculum system is the professional practice course, so it is very important to strengthen the practice teaching. How to strengthen practice teaching and enhance students' design and application ability has become a common concern of teachers and students. The author's university has achieved good results. through the following aspects of practical exploration to strengthen the practical ability of students, As mentioned above, the digital media art major of the author's university ranks ninth among the 195 universities that have set up this major in China's undergraduate education ranking, and obtained a five-star professional evaluation.

4.1 Improving teachers' ability of practical operation

In order to cultivate students' practical ability, the leading teachers should have and improve the practical ability and level of guiding students. We need a solid construction of teaching staff to achieve a wide range of employment options.

The teachers of digital media art major should not only have a high level of art design, but also have a solid computer operation ability. They also need to have a certain understanding of the industry standards related to the digital media art major. Some professional courses, such as 3D Max, 3D software, Maya image technology and so on, need digital production teachers with great qualities to undertake teaching tasks. At present, most of the teachers in colleges and universities have rich teaching experience but less work experience. This is because many teachers enter the university right after graduation, which leads to the weak professional operation ability of the teaching staff, and it is difficult for their artistic theory and digital operation technology to meet the requirements of the current enterprises. Therefore, on the one hand, the author's school encourages professional

teachers to use experimental equipment, computer hardware and software to improve their practical operation ability. On the other hand, it requires teachers to take temporary posts in enterprises or relevant media institutions to get familiar with the latest technology and improve their application ability.

4.2 Employing practitioners media as part-time teachers

Over these years, the author's school has been hiring industry experts and well-known media practitioners as part-time teachers, who have rich practical guidance experience and operation ability, and have produced many influential works. They teach relevant courses for students and personally guide students to complete the creation and works, which greatly improves the practical ability of students and is welcomed by students, thus obtaining good teaching effect. For example, the author's school hired Shen Zheng, director of CCTV Animation Co., Ltd., to teach the course of "animation character design"; it also hired Song Zhuo, a professional from the studio of game and sound who had participated in the post-production of cinema films "Ever Since We Love", "Mountain Cry" and "Chongqing Hotpot", to teach and instruct the course of effect edit, onomatopoeia edit, environment editor, premixed and so on; in addition, the author's school also hired audio and video design engineer Wang Songyang to teach and guide audio and video courses. In 2010, Mr. Wang joined the team of Meng Ke, a famous national composer, and actively participated in the creation of various national large-scale activities, evening parties, song and dance plays, live performances and film and television plays. He has accumulated rich practical experience in audio and video, and has high ability and level. The author's school has also hired Wang Jiaojiao, a well-known UI (interface design) designer, the design supervisor of Beijing Dotkids Education and the lecturer of Web UI design on IMOOC, to give lectures and guide the overall design of human-computer interaction, operation logic and beautiful interface.

4.3 Vigorously building and making full use of laboratories

The author's school has actively applied for the Beijing laboratory construction project, and has built many laboratories with clean environment and high-end equipment, including interactive laboratory, post-editing laboratory of film and television, digital publishing laboratory, digital painting laboratory, all media audio-visual studio, National Arts Foundation Talent training project studio, interactive design studio, VR Interactive Creation Studio and work station level editing room, digital studio, motion capture, virtual reality practice teaching platform and other advanced laboratory and practice facilities, which provide solid support for personnel training, teaching and scientific research activities and school-enterprise cooperation.

4.4 Establishing practical teaching bases and carrying out in-depth school-enterprise cooperation

Practice teaching base and school-enterprise cooperation is the real "combat exercises" for students. On the one hand, practice can enhance and improve students' practical application ability, on the other hand, it also tests the quality of talent training, so as to cultivate high-quality compound talents who can fully meet the needs of the market and society. In recent years, my school adheres to the direction of market-oriented and industry-based, and has carried out all-round cooperation with Beijing's advertising, furniture, film and television, new media and arts and crafts industries, established a number of practical teaching bases, carried out various forms of school-enterprise cooperation, signed strategic cooperation agreements with Beijing Gongmei Group, Summer Palace, Old Summer Palace and other well-known cultural and creative enterprises, and established more than 40 off-campus talent training bases. Our partners include CITVC KEHUA CO., LTD., BEIJING INDUSTRIAL DESIGN CENTER, OxygenTec, Beijing Yihe Cultural Development Co., Ltd., Beijing VR (virtual reality, i.e., spiritual reality) Image Agency, PICO and UNITY, which provide the international leading VR and AR technology integration and support services. Practice has proved that only by achieving the cooperation and inter-complementation of the school and enterprise in practical operation, can the effectiveness of the practice platform be brought into play, and can students' practical ability be substantially improved and

employment opportunities be increased.

5. Conclusion

With information technology era coming, the requirement of talent training in China has reached a new height and width. The talents needed nowadays are no longer traditional talents, but innovative and compound ones. As a new major, digital media art should constantly explore and summarize school running experience, better integrate technology and art together, capture the development of new technology, and cultivate highly effective applied talents who fully meet the needs of social development. Therefore, in the future development, the author's school will still take artistic creation as the core and advanced computer graphics and image technology as the means. It will not only pay attention to the frontier development, explore and research the application fields of digital art, but also cultivate the urgently needed talents of visual communication design, font design, digital publishing, digital media design, digital photography, digital photography, film and television post special effects, film and television editing, game design, game engine development and design, VR / AR visual development and design and other fields, making talent training quality to a new height.

Acknowledgements

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Biography

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