

Exploration of Teaching mode of digital media art based on Collaborative Innovation

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Abstract: As the most important media form in the new media era, digital media occupies an increasingly important position in our life because of its convenient dissemination, comprehensive content, diverse access and less restrictions on use. The most important feature of a technical subject is idealism. Individual perception determines the effect of artistic expression and the tension of artistic expression. This is also true of professional teaching of digital media art. Therefore, the current traditional theoretical teaching methods obviously cannot meet the actual needs of digital media art teaching. Therefore, it is necessary to further reform the teaching ideas and teaching methods in order to truly achieve the teaching objectives. This paper puts forward the exploration of Teaching mode of digital media art based on collaborative innovation, and holds that inclusiveness, comprehensive quality, seeking common ground while reserving differences and paying attention to practice will become the core values of digital media art teaching in the future.

1. Introduction

Digital media is a new interdisciplinary subject combining information technology with media art. Digital media content industry closely combines cultural and creative industries with electronic information industry, which reflects the strength and industrial level of the country in cultural creativity, information service, traditional industry development, advanced information technology research and integrated innovation [1]. The Ministry of Education has newly established two majors, digital media technology and digital media art, to promote the training of digital media professionals. With the rapid development of economy and technology, digital culture and creative industries are listed as one of the industries that are actively developing. Digital media art has become an indispensable part of many industries, and every product produced in life must be used. Corresponding digital technology for modern packaging design [2]. However, there is good reason to believe that more and more universities will focus on training talent in the field of digital media art because there are not enough talent in this industry [3]. On the 100th anniversary celebration of the founding of Tsinghua University, General Secretary Hu Jintao clearly put forward a strategic idea to improve the quality of higher education in an all-round way, and universities should actively promote cooperative innovation. The strategic layout of National Medium and Long-term Education Reform and Development Plan (2010-2020) actively promotes collaborative innovation. "Collaborative innovation" is a very important school management idea and school management strategy in the new era [4]. Collaborative innovation in colleges and universities is the cooperation of superior resources and capabilities in various fields within a university, between colleges and universities, between teachers and students, between research institutes and enterprises, through the government, science and technology service intermediaries, financial institutions and other aspects. It is said that institutions should solve major problems through support and cooperation, and make significant progress and breakthroughs in scientific research and technology development, collaborative innovation activities of production, education and research [5].

2. The concept of digital media art and collaborative innovation

2.1. Digital Media Art

The most frequently mentioned things in modern society are: cloud, data, information age, smart mobile devices, networks, etc. These trendy things are combined to form digital media. It is different from traditional mass media. It no longer exists in newspapers, printed books, radio and television, but exists and spreads rapidly in the form of digital technology, and is more present on mobile smart devices such as mobile phones and tablets. It takes the network as its carrier. It is faster and more timeliness, which greatly breaks the limitations of traditional art teaching, reduces the requirements of space and time, makes the teaching methods changed, no longer restricts the traditional classroom teaching mode, and even the intellectuals can search for the knowledge they desire through digital media at any time. This gives you more selectivity [6].

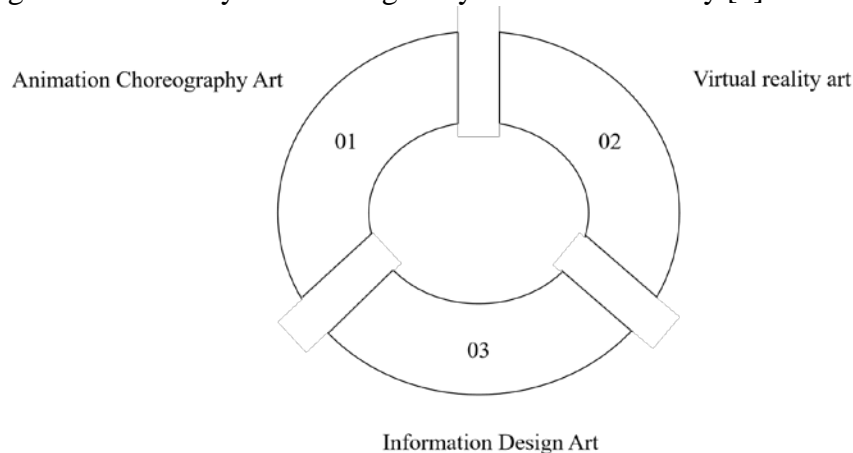


Figure 1 Introduction to Digital Media Art Major

Digital media art is the general name of main social media, interactive media, intelligent push media and digital mass media in modern digital information society. From the perspective of user experience, the main features of digital media art compared with other art forms are virtuality, interactivity, high viscosity, participation and immersion. The focus of digital media art education is the close combination of theory and practice. To strengthen the research of school reform, based on the goal of training digital media art experts, the idea of running a school and related policies, establish the overall framework and incentive mechanism of school reform of this major, and guide teachers to actively participate. Through teaching research and teaching reform research in curriculum system, teaching content, teaching mode and method, practical teaching and evaluation system, we can improve the quality of personnel training and set up teaching research and teaching reform group, teaching research and teaching reform research.

2.2. Concepts of collaborative innovation

Collaborative innovation means to fully release the vitality of each other's "talent, capital, information, technology" and other innovative elements by breaking down the barriers between innovation subjects, realizing the effective convergence of innovative resources and elements, and realizing in-depth cooperation. Collaborative innovation is a complex innovative organization method. The key element is to form a multi-theme collaborative and interactive network innovation model with auxiliary elements of university, enterprise scientific research institutes, government financial institution intermediary organization innovation platforms, and non-profit organizations. The close cooperation and resource integration between knowledge creators and technological innovators create the non-linear utility of system overlap [7]. The two key characteristics of collaborative innovation are integrity and vitality. The essence of cooperative innovation is that enterprises, governments, knowledge institutions, universities, research institutions, intermediary institutions, and users carry out large-scale integrated innovation organizational models to achieve

major technological innovation. Promote corporate university research institutions in accordance with the national will and mechanism, give play to their respective capabilities and advantages, integrate complementary resources, realize the complementary advantages of all parties, and accelerate the promotion and application of technology. And industrialization. We cooperate in the development of industrial technological innovation and the industrialization of scientific and technological achievements.

3. Teaching mode of digital media art based on collaborative innovation

Digital media itself is a new teaching mode, so digital media art has unique advantages. Teachers should cater to the requirements of the new curriculum reform, change the traditional and backward teaching forms, abandon the indoctrination and duck-filling teaching modes, and always pay attention to promoting students' creative thinking and changing the teaching mode dominated by themselves. In the classroom, students are given the opportunity to fully express themselves and reflect their own values, and in this process, students are allowed to enhance their awareness of autonomous learning. Moreover, schools should also have a long-term development vision, and pay attention to improving students' practical ability. However, the improvement of students' practical ability is far from enough by school teaching work alone. It is also necessary for schools to strengthen communication with various enterprises, realize school-enterprise co-education, and let all schools teach according to the current market conditions, so that students can understand and recognize the market demand. With the development of the information society, interaction designers have a huge market demand in the field of employment and entrepreneurship for college students in the future. However, digital and interactive media design is also an emerging interdisciplinary research and practice field, including information architecture, visual communication, industrial design, cognitive psychology, ergonomics, user experience, interface design, and software engineering. Disciplines are related to it, as shown in Figure 2.

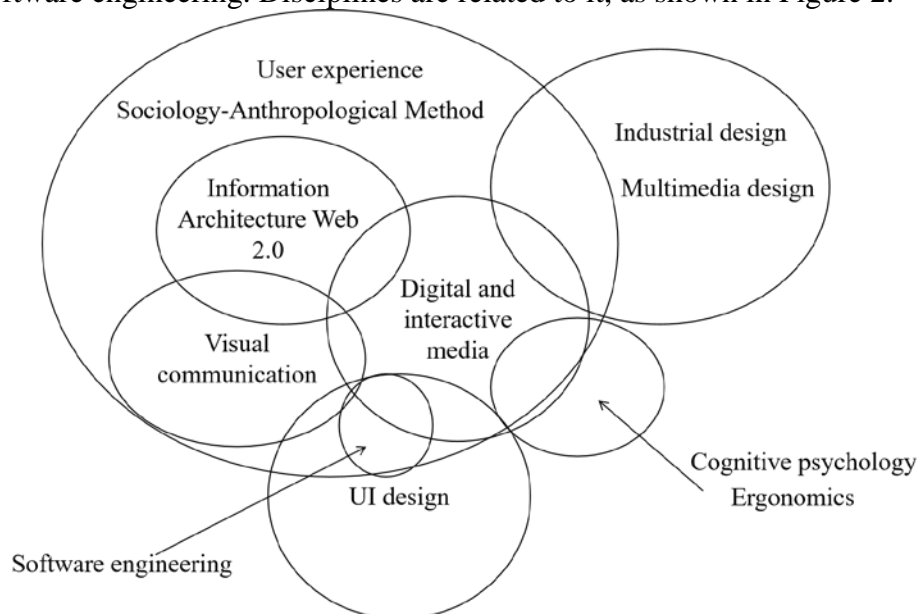


Figure 2 The interrelationship between the field of digital and interactive media design and other disciplines

Teachers' collaboration has achieved the innovation of teaching concept of "synchronization of education and industrial development". By updating the teaching outline every year, school teachers integrate the development trend and internal rules into the curriculum. Enterprise teachers timely bring the latest demand for talents from the industry, so that the teaching system can be updated and adjusted in time, so that personnel training can closely adapt to industrial development. The training of practical ability is the weakest link in the talent training in Colleges and universities at present, and it is also the entry point and breakthrough point to improve the quality of talent training. As

shown in Figure 3.

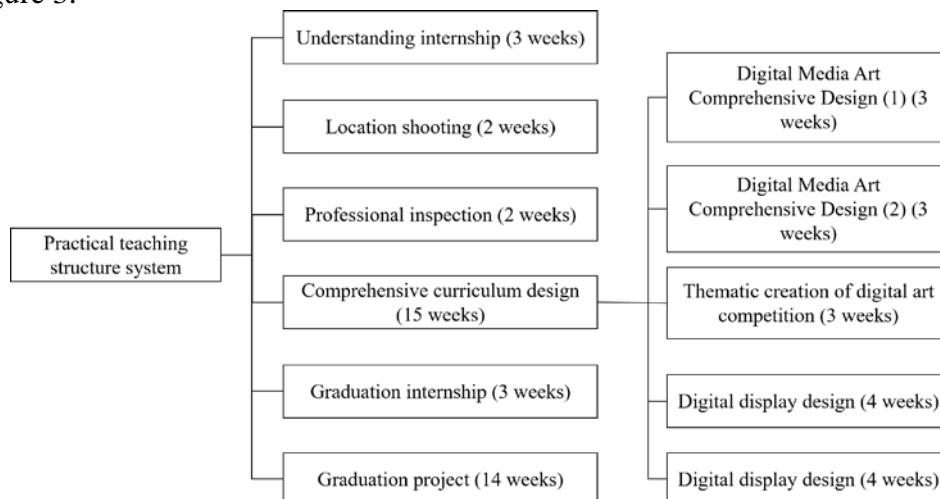


Figure 3 Practical teaching system diagram

The development of digital media art specialty depends on science and technology. Under the background of the continuous development of science and technology, digital media art specialty should keep up with the development trend. Therefore, teachers should break through the limitation of textbooks in their daily teaching work, have a sense of lifelong learning, master the latest technology and actively share it with students in class. China has a long history of development, so we should pay attention to the integration of traditional culture in digital media art teaching. While learning professional knowledge well, college students should step out of the classroom, integrate into society, understand the cutting-edge academic concepts of digital media, and better understand and grasp their own learning direction. Teachers can also actively invite celebrities in the professional field to give lectures and seminars on a regular basis, so that students can intuitively understand their unique insights and ideas, and get in touch with the front-end development concepts of the industry. At the same time, it is also helpful to set an example for students and stimulate their interest in the study of digital media art. Digital media art is a specialty that requires a variety of new materials. Teachers should be good at guiding and inspiring students to explore various traditional cultures. China should also have a sense of learning, but it should avoid blindly learning and imitating other countries and preserve the national characteristics that China should have. Therefore, it is of practical significance to integrate traditional culture in digital media art teaching.

4. Conclusions

At present, digital media art still faces various problems due to its late start, but it has unlimited development space. As teachers of digital media art major, we should make in-depth research and analysis on the teaching of this major, so as to find a more suitable teaching form for its development trend. Digital media art is the combination of science and art, and the development of design art can not be separated from the support of humanities, natural sciences and technical sciences. Therefore, the curriculum system should pay attention to the new trend of the development of innovative media, and reflect contemporary science, technology and humanistic thoughts. The focus of teaching should follow the principles of "cross-border" and "original", create and stimulate students' artistic imagination and technological display ability, improve students' comprehensive quality through inclusiveness, and improve students' manual and brain skills through mutual cooperation, seeking common ground while reserving differences and focusing on practice. In collaborative innovation teaching, colleges and universities need to combine their own advantages and characteristics in running schools, make reasonable adjustments and layouts, make efforts to explore, boldly try, and meet the needs of society for training design talents with high-quality art design teaching models. In the new media era, let's abandon the inefficient and crude art

teaching mode and bring in digital media technology to enrich the whole teaching activities. Teachers can master the whole teaching plan and teaching content by assisting teaching. Only in this way can we keep up with the development of the times, receive art education directly, vividly and accurately from the digital media that everyone can reach, reduce the difficulty of art teaching from a scientific point of view, and enable students to participate in it more quickly, efficiently, vividly and vividly.

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