Practice Research on Curriculum Ideological and Political Reform of Digital Media Professional Group under the Background of Integrated Media Era

--A Case Study of Wuxi Institute of Arts and Technology Integrated Media Ideological and Political Studio

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Abstract: This article revolves around Xi Jinping's new era of socialism with Chinese characteristics and the fundamental task of cultivating people with Chinese characteristics. It aims at the specific requirements of "three-dimensional education", and explores the trend of universalization, convenience and diversification of digital media based on the Internet. Infiltrate moral education elements into media technology training, tell Chinese stories in the form of integrated media art, explore the digital communication of traditional culture, and establish courses ideological and political brand and characteristics through curriculum education, cultural education and practical education.

1. Introduction

With the rapid development of 5G Internet information technology, digital media technologies continue to build digital bridges between relatively isolated information islands, and upgrade the content and requirements that were originally scattered and buried in various fields to communicate, interact, visualize and tradeable. At the level, it has become a "key" for knowledge integration and creativity blowout, making the channels for people to obtain information and knowledge gradually convenient and open. Especially under the influence of the current new crown epidemic, the multiple growth trend of the mainstream of the "home economy" and the strong potential and vitality of my country's "small screen to open the big market live broadcast room to light up the "cloud economy"", digital media technology is amazing The speed penetrates into various fields and plays an increasingly important role. Aiming at the trend of continuous universalization and diversification of network information platforms in the era of converged media, how does the digital media professional group fit professional reforms with industrial development, synchronize the curriculum system with the industrial structure, and make talent cultivation correspond to the needs of the industrial chain? Vocational schools serve the purpose of regional economic development. Wuxi Vocational and Technical College of Technology relies on the digital media professional group to explore the methods and paths of curriculum ideological and political reform with the integrated media ideological and political studio as a breakthrough.

2. To Promote Professional Integration Based on the Fundamental Task

Focus on the specific requirements of the 18th National Congress of the Communist Party of China and the Third Plenary Session of the 18th Central Committee of the Communist Party of China, as well as the in-depth implementation of the spirit of the 19th National Congress of the Party and the deployment of the National Education Conference, in order to better accelerate the construction of the ideological and political work system in colleges To improve the quality of ideological and political work, colleges and universities have set off a multi-field, full-process, diversified and all-round upsurge of ideological and political work. Digital Media Professional

Group of Wuxi Vocational and Technical College of Technology. Digital media technology ranges from fashionable internet celebrity economy to deep cultural industry, from soft cultural entertainment to creative animation industry, literary creation, short video release, and news from media education functions. Diversified and open wide application needs in various fields such as communication and teaching applications to public welfare and charity that contributes to the society, through the establishment of a professional group "big platform, small direction, intercommunication and mutual selection" cultivation system, strengthen the cross-cutting, Integration, penetration and relevance. Relying on the major of visual communication design and production and advertising design and production, corresponding to the needs of digital text, graphics and image content; relying on the major of digital media art design, corresponding to the content needs of digital interaction, video production and micro-film; relying on animation design and games Professional design, corresponding to the needs of content such as VR virtual reality, interactive games and animated character experience. Through the "big platform" basic course group, lay a solid foundation in important theories, skills, and aesthetic abilities; the "small direction" core course group, with projects running through and in line with the enterprise, corresponds to the needs of various professional occupations and job tasks; "Intercommunication and Mutual Selection" expand the curriculum group, by strengthening the integration and penetration of the various disciplines within the professional group, strengthening the learning of professional knowledge and skills, and broadening the extension of the professional field and coverage. In the process of project practice training, it combines regional cultural characteristics, integrates traditional cultural characteristic case resource information, makes full use of professional related software and production processes, and provides targeted services for the production and promotion of local culture, and focuses on regional cultural "innovation", The implementation of projects in the three aspects of "entrepreneurship" and "inheritance" highlights the purpose of professional groups to promote cultural promotion and serve regional economic development.

3. Infiltrate Elements of Moral Education Based on Project Teaching

In the project teaching process, we explored to infiltrate the moral education elements into the media technology training, use the integrated media art form to tell Chinese stories, promote the digital communication of traditional culture, and improve the future media professionals through curriculum education, cultural education and practical education. The comprehensive quality and professional quality of the company establishes the ideological and political brand and characteristics of the integrated media course.

3.1 The Foundation Builds a Strong Belief and Shows the Style of the Times

In basic courses such as "Basic Modeling", "Constitutional Design", "Photography", "Illustration" and other basic courses, the elements of moral education are unified with basic skills training, and the subtle shaping and portraying of old objects, such as "matchbox" and "big head" "Leather Shoes", "Enamel Bowl" and other themes, through careful observation from different perspectives to cultivate Yan Jin's learning attitude, through the expression training of ordinary materials to perceive the changes of the times, and through the design and transformation of ordinary shapes with modern design concepts, Feel the leaping development of the motherland, and establish patriotism and ideals.

3.2 Skill Training Integrates Culture and Builds Spiritual Belief

Incorporate traditional cultural themes into professional skills training, such as incorporating the contents of Suzhou gardens, Huizhou architecture and ancient buildings around Taihu Lake in the course of "Three-dimensional Scene Making", and comprehend the craftsman spirit of excellence in the analysis of ancient building structure; in "Character Design" The curriculum incorporates the contents of tin opera characters and famous Zisha masters, and realizes the inheritance and adherence of the famous masters to the regional culture in the role modeling; incorporates the

recording of the regional traditional ceramic "intangible cultural heritage" skills in the "short video production" course, and in the editing and synthesis Deepen the understanding of skills, integrate cultural influence in the whole process of skills training, and establish cultural confidence and spiritual pursuit.

3.3 Design and Create a High Position, Fulfill the Mission

In the design and creation, we use fashionable media technology to present cultural themes, and promote the "Tao City" Yixing Zisha Pottery "Fei" in short videos such as "The Rhyme of Zisha", "One Sand, One Pot, One Craftsman", and "Yizhiyun". "Slender West Lake", "Sihe Courtyard", "Suzhou Gardens", "Ancient Dragon Kiln in Qianshu", "Huaqing Falling Moon" and other architectural animations to promote the spatial structure and humanistic atmosphere of China's garden art; in "Carp The exploration of new ways of presenting and disseminating traditional culture in the animations of "Jumping Dragon Gate (Paper-cut Art)" and "Pearl Tower (Tin Opera)" fully embodies the mission of "promoting action with knowledge" and "practicing knowledge with action" in the era of integrated media.

4. Online and Offline Integration to Promote the Full Coverage of Three-Dimensional Education

Aiming at the penetration of "user thinking" and "Internet thinking" in the era of integrated media, the content of ideological and political education has been integrated into the teaching practice of digital media professional group courses to serve the demand for high-quality technical skills and talents in new mainstream media. Make full use of the real-time, open, and interactive nature of the network to establish a teaching information exchange platform, optimize network teaching environmental resources, enrich and optimize teaching resources and network information resources, and cover the specific requirements of "Three Alls Education". Take the basic module of the "Video Production" course as an example, and integrate social hotspots into the theme of "a corner of society under the epidemic" in teaching to establish a noble spiritual belief and enhance a sense of social responsibility.

4.1 The Theme Structure Adapts to the "New Requirements" of the Times

The project teaching module focuses on tracking social hotspots, timely reflecting the latest development trends in the Internet field and relevant online public opinion policy guidance, and organically integrating the elements of ideological and political education: by fully analyzing typical video cases on various Internet platforms, the introduction of Douyin The expansion and application of short and medium video production technology on the platform guides students to not only enhance the quality of online short video content, but also enhance their awareness of network security and prevention, pay more attention to current affairs, pay attention to people's livelihood, pay attention to new technologies, and think about the content of the new Internet era. The "new demand" for professional short videos with positive themes, beautiful picture production, and strong post-production technology, and the "new demand" for regional industrial development serving the "live-streaming with goods".

4.2 The Content Setting Cyclically "Associates"

The basic teaching content takes the new crown epidemic as the theme, from the link decomposition to the overall presentation, in order to learn the topic selection and script of the copy planning, the lighting and mirroring of the shooting, the post-cutting and keying and AE particle special effects, and the synthesized music card Point transition and toning. Through the release of learning tasks before class, each group uses the professional skills learned in the previous course to make production, and continuously consolidates the understanding of knowledge points and strengthens the cognitive application of the corresponding technical content through the form of group competition during the class. After class, through the corporate tutor Supplement and expand with Douyin platform. The interrelated knowledge content is used in cyclic training and continuous

error correction to enhance the consolidation of technology, improve the understanding of the application field, and strengthen the understanding of the normative content.

4.3 Technical Requirements "Echo"

This module sets up two logical main lines to highlight the key points of teaching: one is to analyze the technology in the teaching, and the learning tasks are carried out in the order of "posting tasks→grouping production→comparison analysis→enhancement of key points→improvement→ induction and summary". , Repeated training helps students master the key points of technology; the second is to strengthen the work process in production, and during the learning tasks, follow the post production process of "planning scripts → camera shooting → post-special effects → editing and synthesis". The training meets the needs of job vocational ability.

4.4 Online and Offline "Integration" of the Teaching Process

In the implementation of module teaching, full consideration is given to the fact that students cannot return to school for intensive learning due to the epidemic. Students are required to make full use of the learning platform to complete pre-class testing, classroom testing, after-class reports, and learning evaluation; teachers make full use of digital resources (online courses, Micro lessons, vibrato video, animation, etc.), teaching software (light a 3D studio virtual simulation software, AE keying, BOUJOU tracking, Particular particles, PR card points, etc.) and online and offline technical means (Tencent conference, nailing Ding, WeChat, etc.) for teaching, and use the "Learning Communication Platform" to count and analyze the completion of learning tasks in real time, and evaluate the competition of works in a timely manner through the Douyin platform.

4.5 "Multi-Channel" for Teaching Evaluation and Diagnosis

Module teaching evaluation implements multi-dimensional, diversified, comprehensive and information-based assessment and diagnosis. There is 15% of the task release test before class, and the class performance assessment (including knowledge point detection 10%, production and application ability 20%, The overall effect is 15%), and there is an evaluation after class (self-evaluation 5%, mutual evaluation 5%, Douyin online review 20%, corporate review 10%), of which the test and evaluation are reviewed and liked by the teaching platform and Douyin AI The network score statistics of message, broadcast volume, completion rate and fan rise. Teachers focus on evaluating the production and application ability and overall effect in the classroom, paying attention to each person's learning ability and innovation ability, and giving targeted guidance and analyzing each group Everyone's achievements and performance.

5. Tell the Chinese Story Well through the Bridge of Architecture and Digitalization

In view of the current characteristics of personalized media content, diversified perspectives, democratization of communication, and social virtualization, in the process of learning and practicing related media technologies, moral education elements are used in a multi-domain, full-process and all-round way through "digital passwords" penetration. In the content design, introduce the resources of the "Internet Fashion" Douyin platform, analyze the production technology of digital media platform Chinese case planning, split-shot scripting, video shooting, special effects production, editing and synthesis, and analyze the core behind excellent digital media content from multiple perspectives Technology and an open teaching model are closely related to students' interest points. The "fashionable" teaching content incorporates the guidance of correct values and the establishment of correct norms. In practical teaching, digital media technology that can discover, create and create beauty is used. Analyze the differences in the production technology of online media resources from a professional perspective, strengthen the cognition and understanding of high-level media information with positive content, beautiful production, and strong technology, and improve the discrimination between good and bad online resources and achieve "professionalism" The teaching goal of the production level of digital media; in the teaching diagnosis and evaluation system, through a diversified evaluation system, multi-dimensional, multi-

level data analysis, objective and comprehensive diagnosis of teaching effectiveness. Continuously consolidate and strengthen the understanding of the technical process through the form of multi-faceted and multi-angle mutual assistance and error correction in the mutual evaluation of Chaoxing Learning through course platform, corporate mentors, class teachers, and students; through Douyin, WeChat Moments, public accounts, etc. The network platform is bigger, wider, and more attention and evaluation, which inspire students to dare to innovate, pursue excellence and strive for excellence.

6. Acknowledgment

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