Innovation of Talent Training Mode of Art Design Specialty Based on Digital Technology

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Abstract: In view of the influence of digital technology on art design disciplines in colleges and universities, this paper puts forward the viewpoint of establishing a scientific, perfect and reasonable curriculum system of art disciplines and cultivating compound and digital design talents. Only by using modern information tools to reform the old design concept, giving full play to the dual roles of teachers and students, and relying on market demand can art design education catch up with the world advanced level. In the digital era, art design in Colleges and universities aims to cultivate high-tech applied talents with aesthetic ability, artistic cultivation and mastering modern digital technology, and takes the three keywords of "practicality", "Aesthetics" and "technology" as the core of talent training. Today, with the development of economy, the choice of design talents is more urgent. This paper summarizes the problems existing in the application of digital technology in art design major in Colleges and universities, and finally puts forward some countermeasures for the application of digital technology in practical teaching activities in some colleges and universities.

1. Introduction

In view of the influence of digital technology on art design disciplines in colleges and universities, this paper puts forward the viewpoint of establishing a scientific, perfect and reasonable curriculum system of art disciplines and cultivating compound and digital design talents. Only by using modern information tools to reform the old design concept, giving full play to the dual roles of teachers and students, and relying on market demand can art design education catch up with the world advanced level. In the digital era, art design in Colleges and universities aims to cultivate high-tech applied talents with aesthetic ability, artistic cultivation and mastering modern digital technology, and takes the three keywords of "practicality", "Aesthetics" and "technology" as the core of talent training. Today, with the development of economy, the choice of design talents is more urgent. This paper summarizes the problems existing in the application of digital technology in art design major in Colleges and universities, and finally puts forward some countermeasures for the application of digital technology in practical teaching activities in some colleges and universities.

2. The Turn of Social Operation Mode in Digital Age

2.1 From "Information Technology Application" to "High-Tech Drive"

The Industry 3.0 era is the era when information technology has begun to be widely used. Traditional industrial powers such as the United States are actively developing new electronic industries and Internet industries. In the context of the Internet era, the art and design industry requires students to have good practical skills [8]. In the context of "Internet plus", we will change the traditional classroom mode, use multimedia Internet platform to sort out the contents and objectives of the classroom, and build an enlightening, interactive and open educational mode. Integrating enterprise real projects into teaching is conducive to students' contact with the latest project needs of the industry, understand the actual needs of the industry, and exercise students' practical ability. Use the mode of combining online and offline to discuss and analyze cases, so that

students can gradually understand the core content of art design courses in a progressive way, and improve students' participation and learning interest [9].

Using online and offline mode to discuss and analyze cases at the same time, students can gradually understand the core content of art design courses in a progressive way, and improve students' participation and interest in learning [10]. The business development mode in the digital age is to integrate the existing knowledge and data of the industry with digital technology without boundaries, promote the internet, digitalization and intelligence of the industry, and finally realize the reduction of industrial cost, improvement of user experience, increase of industrial income and upgrading of industrial mode. Whoever responds faster to user needs and has better products will have users and be successful. Among them, user data has become a key production factor, and even the engine of global growth and technological innovation, thus driving the dual structure of human society and the physical world. Shift to a ternary structure that joins the information space. Virtual reality technology makes use of its interactive, immersive, multi-perceptive, imaginative and independent features to transform the static visual aesthetics in the real world into an immersive aesthetic experience that is full of sound and image, changing and flowing, stirring and shocking. Give play to the advantages of "Internet plus". Closely cooperate with enterprises to form a new system of comprehensive integration from talent training objectives to teaching plans, teaching contents and curriculum training, and create a network market with equal competition and unlimited business opportunities, which has become the fundamental driving force of today's world economic development.

2.2 From "Static Aesthetics" to "Interactive Immersion"

The virtual world constructed by virtual reality technology (VR for short) creates a new visual experience and immersive experience scene by connecting, interacting or integrating with the real world, triggering the transformation of the aesthetic paradigm in the digital age. As a mature individual in human society, the sign of good personality is to become a comprehensive individual and have a lasting and unified self. Self realization is the internal driving force embedded in everyone's life and the core pursuit of individual life value. Therefore, personalization is not only the inevitable direction of individual growth, but also the fundamental attribute of professionals. At present, the application of virtual reality technology in the digital age has created interactive immersive experience scenes that can stimulate people's five senses, so that experience design has been highly sublimated in terms of ideas and functional applications, and has become a new design concept and method in the field of art design. First of all, we must grasp the general requirements of the evaluation, and secondly, we must strengthen the evaluation of teachers' morality, and then pay attention to social evaluation and other aspects.

Students use the "Internet plus" learning platform to discuss messages anonymously, analyze the problems in the course and make suggestions. Use the teacher data platform to analyze and summarize students' feedback, and make practical adjustments. A series of changes have taken place in teaching concepts, teaching contents, teaching processes, teaching methods, etc. These changes all require teachers to give full play to their leading role and students' main role in teaching. Students can directly use computer technology to create, and network communication provides opportunities for exchanges between students. Under the influence of modern computer technology, art and design teaching should tend to choose cooperative learning strategies. With China's entry into WTO, design education will also face international competition. How to improve itself and cultivate talents with higher standards are two major problems to be solved in China's design education. Gradually moving towards the digital era, design educators have a long way to go. They should take the initiative to use information science theory and information technology tools to constantly reform the old concept of design, and constantly reform the content, form and method of design. In the digital age, China's higher vocational art and design talents training should be based on the transformation trend of international and domestic social development caused by high technology, constantly optimize the educational ecology, innovate the concept of talent training, clarify the transformation direction and adjustment strategy of talent training, and improve

the quality of professional talents training, so as to promote the development of China's art and design industry and make due contributions to the construction of socialism with Chinese characteristics in the new era.

3. The Construction of Teaching Staff in the Digital Age

3.1 Digital Technology Drives the Development of Art Design Teaching in Colleges and Universities

With the development of society, digital technology, like a growing child, has been constantly innovating the traditional model since its birth. Digital technology truly embodies students as the main body. While improving the quality of teaching, it creates more diversified development for students and provides the possibility for educators who are good at innovation and breakthrough. The artistic experience of computer, network and other technologies achieves the purpose of "learning". The introduction of technology adds interactivity to teaching, It brings into play the subjectivity of students, the application of innovative consciousness and digital technology in art design teaching in local colleges and universities, and promotes the cultivation of knowledge efficient and explored spirit. Nicolotti once described it as follows: "We have enabled students to master, deepen their understanding and memory, stimulate their imagination and creativity, and promote the teaching process, thus entering a new era in which artistic expression can be more vivid and participatory.

Design teaching in China started late, and the design industry is booming with the development of the economy, so the selection of design talents is more urgent. Teaching is the most intuitive reflection of the purpose of art and design education, the training goal and the key link of its advanced and scientific nature. The construction of the curriculum system tends to be comprehensive, the knowledge of Arts and Sciences permeates each other, and pays attention to strengthening the training of professional basic courses. The art and design education towards the digital era is not only to cultivate some marketable designers, but also the education of art and design culture in the current information age. It shoulders the important task of improving the quality of human design art and culture. With the development of modern high-tech, art education is not limited to the study of traditional art courses, such as three-dimensional animation, the late stage of film and television, digital audio, virtual simulation, etc., which are greatly influenced by cutting-edge technology. The teaching content is constantly changing with the development of new technologies. While teaching traditional art courses, it is bound to learn relevant scientific knowledge to enhance the application ability of comprehensive knowledge in order to meet the needs of society. Strengthen students' comprehensive quality, focus on training students' creative thinking ability, combine technology and creativity, and deliver modern talents with high creative thinking ability for the development of my country's creative industry.

3.2 Application Advantages of Digital Technology in Environmental Art Design

Environmental art design is related to people's quality of life, so the industry has attracted extensive attention. Digital coding, digital compression, digital transmission and digital modulation technology all belong to digital technology. It can make digital information. As the core of modern information technology, it is popularly called computer technology and digital technology. The most intuitive feeling of the application of digital technology in environmental art design is the computer-aided design technology of digital technology, which not only simplifies the work of painting and engineering design planning in traditional environmental art design, but also improves the efficiency of word processing and image processing. If there is no support of digital technology in the environmental art design work, the environmental art design work can only be participated by the staff in all the work, which will inevitably affect the quality and efficiency of the work. The interactive cloud platform of art design teaching resources is shown in Figure 1.
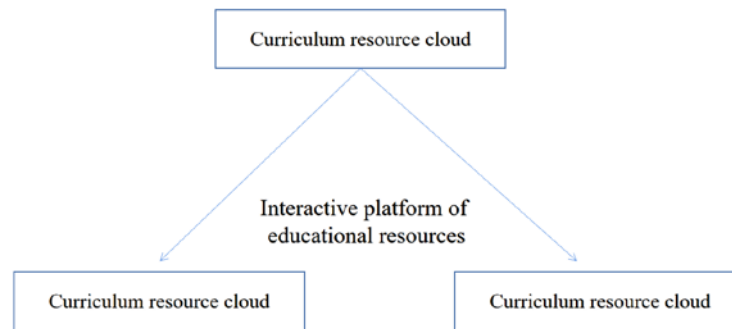
Fig.1 Interactive Cloud Platform of Art Design Teaching Resources

In the art design, some designs need to be studied and analyzed inside the object, which involves the space problem. This problem also brings a lot of trouble to designers. When digital technology appears, it can effectively solve this problem, break the restrictions on people in time and space, and discover problems in design in time. The design idea also needs to be based on these data information. Therefore, we can use digital technology to design an environment equal to the construction site. Designers can give full play to their ideas boldly, and can also adjust according to the actual situation after repeated practice and exploration. Finalize your own design sketch. Therefore, in the digital age, the implementation of art and design courses in higher vocational colleges should be strongly supported by digital technology, focusing on cultivating compound talents of art and design.

4. Conclusion

To sum up, in today's information age, modern digital technology has put forward higher requirements for art teaching in colleges and universities. Colleges and universities should keep pace with the times, change the backward educational concept and outdated teaching mode, and earnestly study and meet the needs of the new era. to adjust the curriculum structure and update teaching methods. High technology is the core foundation and innovation driving force for the rapid development of the digital age. When students' self personality is explored and displayed, the core source power of their internal self realization will be effectively stimulated, so as to make autonomous learning and lifelong learning become students' automatic and natural. Regional economic development has a strong demand for high-quality multimedia application skilled talents. Higher vocational colleges should actively explore with enterprises, adjust the orientation of personnel training in time, and update the curriculum and teaching mode to meet the needs of the market. Strengthen students' comprehensive quality, focus on training students' creative thinking ability, combine technology and creativity, and deliver modern talents with high creative thinking ability for the development of my country's creative industry.

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