

Research on “Five in One” Talent Innovation Training Mode of Digital Media Art Design Based on the Integration of Production and Education

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Keywords: Industrial transformation and upgrading, Integration of production and education, Digital media art design, Five shortcomings, Five in one, Talent innovation training model

Abstract: At present, the industrial transformation and upgrading of China's traditional industries urgently need to strengthen technological innovation and brand building. Promoting the deepening and diversification of the integration of production and education not only closely follows the national development strategy and gives new connotations and requirements to the development of local industries, but also provides the possibility for the cultivation of high-quality composite creative talents in the post-new media integration era. It can be said that local industry promotes higher vocational education, and higher vocational education nurtures the integration of production and education in the local economy, which is bound to become a new trend and direction of industrial development.

1. Introduction

The report of the 19th CPC National Congress pointed out that innovation is the strategic support for building a modern economic system. Deepening the integration of production and education, and promoting the organic connection between the education chain, the talent chain, the industrial chain, and the innovation chain have become important issues that must be resolved in the construction of an innovative country. At present, China is in the process of strengthening its informationization leadership, moving towards a network power, and constructing an important research period and key window period for the construction of an innovative country. The digital dividend has been fully released and has become the development goal of the “13th Five-Year” national informationization plan. To this end, the “Guiding Opinions on Accelerating the Development of Digital Creative Industries in Zhejiang Province” specifies that the province's digital creative industries should form a digital creative industry development pattern with leading technology, complete chains and industry clusters.

Against this background, taking Yiwu as an example, its traditional regional industrial agglomeration market development model cannot fully meet emerging consumer demand, and problems such as insufficient support for talent innovation factors have become increasingly prominent. How to effectively combine the advantages of traditional agglomeration industries with digital creative industries, enhance the soft power of market operations, and meet emerging consumer demand has become the key to sustainable market development. It can be said that the promotion of higher education by local industries, and the integration of production and education in higher education feeding the local economy have become a new trend in the development of Yiwu industry. Based on this, how to find a digital creative development path for the small commodity industry under new consumer demand, think about the construction of a talent support system and a new path for the integration of production and education, etc., in order to meet the objective needs of the “Internet +” transformation and development trend and become a vocational college Talent cultivation, especially the consensus of high-quality composite creative talent cultivation educators in the post-new media integration era.

2. The Status Quo of the Integration of Production and Education of Digital Media Art Design Majors and the Shortcomings of “Five Modernizations”

Yiwu, known as the world's largest small commodity capital, has an open, inclusive, and relaxed environment for innovation and entrepreneurship, and an advanced pilot policy environment. It has become a university, especially an art and design group, and cultivates high-quality composite talents. The best place to realize the seamless connection between practical teaching creation and industry market demand has become a typical example of local industry development and higher education mutual promotion and integration of production and education. However, as the supply-side reform is further deepened, how to give full play to the two core elements of the integration of production and education, colleges and universities and local industrial enterprises to promote the solidification of the integration of production and education, the pressure on its development model of production and education integration is also increasing. Coming bigger. And the shortcomings of the integration of production and education in the art design teachers and students of higher education institutions, especially as a digital media art design major derived from the new media era, are gradually emerging.

The fragmentation of industry-education integration. Most of China's industrial development starts with fragmented and isolated applications. Taking Yiwu as an example, the traditional small commodity market has gathered 26 categories and more than 2.1 million commodities. However, the technology and market demand are differentiated. The cross integration between traditional industries and emerging industries is still not sufficient, which has led to emerging professions, such as digital media art design, in the process of practical teaching, unable to break through the barriers of some industrial industries, and are still in the “hitting a shot, hitting a shot and hitting a shot.” The “testing” and fragmented production-education integration stage has not yet formed a complete system of production-education integration in which digital media art design serves the local industry.

The professional teaching template. True, template teaching is an effective way to continuously improve the quality of teaching. However, with the rapid development of technology and the rise of new media marketing methods, digital media is also increasingly used in modern teaching systems. The traditional “teacher-speaker-student-listening” and lack of research in duck-filled classroom professional teaching, such as too narrow professional coverage, Single training mode and outdated knowledge and teaching methods are increasingly criticized by students. Especially for students majoring in digital media art design, a large part of their professional choices are not really based on their love of art, but because of their lower cultural admission scores, and their knowledge and skills can be imagined, plus Understanding the information channels is scattered, difficult to effectively identify, easy to be misled, and more difficult to improve professional literacy. Even with the introduction of the new modern apprenticeship model, it is only a waste of money. After all, “there are more students and less masters”. In this regard, it is urgent for universities to seek changes in teaching methods, teaching content, teaching methods, and teaching modes.

The closure of scientific research results. As we all know, cutting-edge scientific and technological achievements are mostly in the hands of various universities and research institutions, and the internal research and development mechanism of enterprises is relatively weak. Unlike most majors in universities, our school's digital media art design major is a new major with a short development time. Although there are nine existing close cooperation institutions between schools and enterprises, some modern apprenticeship training and practical project cooperation have been realized (For example, the huge amount of engines are Internet giants, which include Today's Headlines, Douyin, Volcano Video, Watermelon Video, etc., which can deeply integrate the underlying data and achieve cross-platform integration management of brand data; Yiwu 's “Four Seasons Strict Selection” live broadcast base unique Super-scenario experiential retail + live e-commerce + community group purchase + new supply chain service model, with annual sales of 5 billion yuan), but most of them are still in shallow and basic cooperation, and the participation of professional teachers and students is still not in a dominant position The research behind closed-

door car-making research outside the enterprise still exists.

The shortage of competitive talents. Discipline competition is an important carrier for the cultivation and practical application of college students' innovative ability. The competitiveness of university talents reflects the level of university education, and promoting innovative talents training through university competitions is also one of the important links in university education. Compared with undergraduate colleges, higher vocational colleges are inherently inadequate in terms of talent competition. The gap in their teacher level and the weakening of the student base are especially in front of them, especially for emerging professional such as digital media art design Pain points. And how to make the day after tomorrow to catch up, has also become an urgent issue for digital media art design in higher vocational colleges.

Fifth, rigid innovation thinking. At present, the important goal of talent training in colleges and universities is to cultivate innovative talents, and innovation education is of course an important part of college education and teaching. And design is a highly applicable discipline. In the initial stage of the current new media marketing method of Yiwu industry, there is not a large number of cases of integration of local industry and design majors in the practical teaching of digital media arts. It still depends only on new media integration or cultural innovation such as Beishangguang. The industry is particularly developed in the case of the region, so the practice teaching or creation of "Crossing the River by Touching the Stone" will inevitably solidify the creative design thinking, resulting in situations that do not meet or even deviate from the local industry.

3. Exploring the "Five in One" Talent Innovation Training Model

Based on the above-mentioned needs for the integration of industrial production and education in universities, starting from the professional background of digital media art design, based on the industrial background, taking classroom teaching as the core, subject development as the direction, skill competition as the method, and innovative thinking as the goal, explore The realization of the innovative training model of the five-in-one talents of production, teaching, learning, competition, and innovation that promotes higher education based on local industries and nurtures the local economy, is to solve the problems of college careers and high-quality education development, especially for digital media art design. Teaching integrates new ideas and new methods.

The first is to integrate industrial background resources, tap industrial development potential, condense teaching practice projects, and enrich professional practice teaching materials. Taking Zhejiang's film and television industry resources and government projects, especially Dongyang Hengdian's film and television industry resource regional advantages, to integrate the development needs of Yiwu's local small commodity industry, with digital media art design specialty as a tie, and online celebrity live broadcast and other new media marketing methods as a breakthrough, deepen the tradition The connection between industry and emerging industries and project cooperation, actively introduce refined practical projects into professional classroom teaching, enrich the practical teaching materials of classroom teaching, progressively advance layer by layer, and comprehensively improve the professional teacher building and classroom teaching innovation breakthroughs.

The second is to strengthen the construction of digital media art design specialty courses, enhance their own artistic creative ability, explore interactive experiences of teaching and learning, and activate students' desire to learn and create. In digital media art design teaching, interest and motivation are necessary prerequisites for innovation. For this reason, as a professional teacher of digital media art design, through the exchange of industry practice talents and self-cultivation to improve their own artistic creation ability, they also need to design a reasonable practical teaching link and use a large number of detailed industrial industry and digital media fusion boutique examples Analysis to verify the creative effect of classroom teaching, pay attention to the grasp of different dimensions of thinking, and seek multi-channel and diversified activation of students' creative desires, so that students can more perceive subject materials outside the classroom, such as various local cultural phenomena, cultural sketches and symbols , Visual art forms, short video shooting ideas, etc., in order to expand the creative space, from the perceptual to the rational review

of digital media art creative works. This is of great significance for the improvement of teaching level, the cultivation of students' interest in learning, and the improvement of students' autonomous learning ability.

The third is to enhance the connotation of the discipline, diversify and cross the boundaries of deep chemistry, and rely on various innovative platforms to enhance the transformation and commercialization of scientific research results and serve the development of society. Based on the practical teaching of digital media art design majors, post-employment practice, graduation internship, modern apprenticeship, entrepreneurship and other practical teaching, the content of the professional construction of this discipline is continuously improved, and the diversity of various art design majors and even technical majors is deepened. Cross-border cooperation, while introducing professional results release, industry-university-research cooperation projects (such as school-enterprise cooperation projects such as Douyin), cultural fairs, forestry fairs and other innovative design industry promotion activities to create an innovative atmosphere and establish a full-element, open The integrated production-study-research integration transformation platform helps college and university teachers and students to provide better, more professional, and more targeted high-end and high-level new media creative design and marketing services for merchants and small and medium-sized enterprises in Yiwu, in order to realize the transformation of teaching and research results. To promote the sustainable development and market application of the original digital media art, at the same time, the Yiwu industrial development and market-embedded production-education integration model based on the industry-education collaborative base of the Mall Design College is formed, which will promote market transformation and upgrading.

The fourth is to promote learning through competition, to promote teaching through competition, to promote training through competition, to explore the multiple cross-borders of teaching and learning, and to encourage professional students to actively participate in various well-known events such as the Canton Competition to improve their professional standards and capabilities and truly achieve learning through learning. Promote. For example, through the famous contests such as the Canton Fair to collect Yiwu propositions, professional students are called to focus on Yiwu to carry out creation and planning, to precisely help Yiwu's image and Yiwu industry remodeling, so that college students can recognize Yiwu, have Yiwu in their hearts, and use mature Online and offline interactive omnidirectional communication platform, locking the focus of activities, integrating online and offline, promotion and experience, and widely disseminating Yiwu, while enhancing the in-depth exchanges and interaction between teachers and students of colleges and universities and industry elites, improving the training of digital media art design professionals Professional skills training and assessment schemes, promote the reform of digital media art design major education and teaching, improve professional school running ability, strengthen the professional skills and literacy of teachers and students in higher vocational colleges, and realize the creation of young students' works and talent spillover effects.

The fifth is to break the constraints of time, space, and disciplines, to achieve diversified integration, diversified cross-borders, and build a diversified innovative and practical teaching system. Accurately benchmarking the shortage of talents in the new media industry, consolidating the positioning and teaching goals of digital media art design majors, improving the precision of professional alignment, clarifying the path of practical teaching cultivation of discipline talents, enhancing the unification of professional teaching theory and practice, and improving practical teaching and works Creative ability, truly realizing new empowerment of industry-education collaboration, constructing industrial background as the foundation, classroom teaching as the core, subject development as the direction, skill competition as the method, and innovative thinking as the goal to explore the realization of local-based Industry promotes higher education, and higher education feeds the local economy's five-in-one practical teaching system of production, teaching, learning, competition, and innovation.

4. Conclusion

Innovative high-skilled personnel training based on the industrial background, classroom

teaching as the core, subject development as the direction, skill competition as the method, and innovative thinking as the goal of production, teaching, learning, competition, and innovation. The system, through phased and targeted multi-source resource integration professional practice teaching, can not only create a new path in the school-running model, and in the process of deep integration with regional industries, truly realize the promotion of higher vocational education based on local industries, but also serve the expansion of government services and enterprises. In terms of functions and resource advantages such as cooperation and inter-university cooperation, collaborative docking and integration provide more ideas and possibilities, so that the development of higher vocational education with the goal of integration of production and education is sustainable and socially beneficial.

Acknowledgment

Visiting Scholars and Teachers Development Project of Zhejiang Higher Education Institutions, “Construction of Modern Apprenticeship Training Models of the” School, Enterprise, and Market “Three-tier Digital Media Major”, No.: FX2019097; Yiwu Industrial & Commercial College, Innovation Team for the Construction of Beautiful Rural Cultural Brand (KY-ZX-TD-2017-001-N-XZ).

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