

Research on the Training Path of Cartoon Professional Talents of "Internet + Cartoon Innovation and Entrepreneurship"

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Abstract—In recent years, China's cartoon industry has developed rapidly in the fields of Internet and new media, and it is in urgent need of high-level applied talents with innovative ability, application ability and entrepreneurial ability to master the operation links of new media cartoon industry chain based on Internet platform. Based on this problem, China's cartoon professional talent training and professional construction reform has entered the stage of "Internet + cartoon innovation and entrepreneurship". Form and strengthen the creative and entrepreneurial ability of cartoon professionals, culture leading awareness, international vision; Optimize the precise personnel training mechanism; To strengthen the curriculum system of cartoon specialty which is closely connected between specialty and occupation; We will carry out systematic construction of courses, textbooks, projects, platforms and other teaching resources for innovation and entrepreneurship. The formation of a sustainable development of the construction pattern of teachers, "Internet + cartoon innovation and entrepreneurship" education concept of the construction of the professional cartoon talent training path, can promote the establishment of professional standards of the comic on the undergraduate professional directory, provide a powerful reference for the establishment of related majors at home and abroad.

Keywords—Internet; Innovation and entrepreneurship; Cartoon specialty; Talent training

I. INTRODUCTION

In 1999, with the rapid development and demand of the animation industry, after two technological changes of the cultural industry and the new media Internet industry, the animation industry moved from integration to docking, and the cartoon industry became an independent industry. China began to focus on training technical talents, artistic talents, applied talents and other animation talents. The professional setting of manga in Japan, South Korea and other countries is still in the stage of focusing on applied talents training based on the origin of the manga industry and focusing on the field of original cartoon creation and production, highlighting the application-oriented talent training of cartoon creation and production.

However, in recent years, China's cartoon industry has been developing rapidly in the Internet, new media and other fields, and there is a shortage of high-level applied talents who master the operation of the industrial chain, have industrial post docking, and have the ability of innovation, application and

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entrepreneurship. However, the professional direction of relevant domestic colleges and universities relies on animation and painting disciplines, and the talent training categories are single and the training system is scattered. The professional development has not paid attention to the characteristics of the development of the Internet, so it is imperative to form the idea of constructing the cartoon major connected with the "Internet".

Based on the existing foundation of innovation and entrepreneurship construction, the cartoon specialty summarizes the changes in the demand of cartoon innovation and entrepreneurship talents for the development of cartoon industry, and determines the construction goals of national and provincial characteristic innovation and entrepreneurship demonstration specialty. Will Internet + comics innovation in the concept of entrepreneurship education to strengthen the training target, optimize the precise comic talent training scheme, network construction, provincial university-enterprise cooperation course construction, ideological instruction docking curriculum construction, compilation series of textbooks, create good teaching group, continue to strengthen enterprise through their own teachers, overseas visiting experience, creative ability training; Take "Internet + cartoon innovation and entrepreneurship" as the main line, create "100 cartoons" and create "new cartoon stars"; It has won the heavyweight awards at home and abroad, built a large-scale international communication platform, and continuously expanded the influence and popularity of China's cartoon industry in the international community, as well as the characteristic label of Chinese cartoons.

II. WE WILL STRENGTHEN THE ABILITY OF CARTOON PROFESSIONALS TO INNOVATE AND START THEIR OWN BUSINESSES

Undergraduate background based on the foot, high comprehensive quality, strong innovation ability, has the market thinking, international vision and enterprise idea "of applied talents as the goal, on the basis of Internet + to cultivate the new era of new media comic talent demand, with" confidence firm culture, so as to promote socialist cultural prosperity "culture of the country's social development needs, in the original" cartoon industry as the guide, cultural innovation as its mission, culture training for responsibility, international docking for direction "high-level cartoons on the basis of talents training target, with the Chinese ministry of education of the national standards for the class teaching of undergraduate course of common colleges and universities, as the basis, We should take "practice and innovation double skills, employment and entrepreneurship double track" as the

export of talent training, strengthen the cultivation of students' innovation and entrepreneurship ability, the cultivation of culture leading consciousness, the cultivation of moral accomplishment, the cultivation of comprehensively improving students' international vision, and the cultivation of enterprise management concept.

III. OPTIMIZE THE MECHANISM OF PRECISE PERSONNEL TRAINING

According to the characteristics of the Internet and the orientation of new media cartoons as the main body, the professional setting should carry out the training of two categories of original and creative talents of cartoon and creative talents of cartoon application and deepen the reform of credit system. By new parents meeting, new students professional speaking before three classification of cognitive education, professional and industry guide students' making two kinds of cartoon creation, comic application talented person's development direction to form a preliminary cognition, through the examination results and voluntary choice two-way combination of choice for the first time, through the semester 1-3 professional foundation course of study to strengthen the moral education literacy cultivation, category a course around comic creativity and creative course as the core, strong creativity, heavy study, further literacy ability training; Category 2 focuses on animation application and creation courses, emphasizes application and innovation, and further improves the training of new media software application ability. At the end of the fourth semester, the second choice was made. Students selected national style cartoons, European and American cartoons, Japanese and Korean cartoons, picture books and other classes majoring in new media according to their professional abilities and career development goals. At the end of fifth term in the third choice, through the comic platform, game platform, animation and cultural management platform of various types of studio to preach, to participate in the test, through the studio examination into the practice teaching platform studio practice and training of all kinds of projects, strengthening creative ability training with the Internet platform, strengthening the concept of enterprise management training, further optimize comic professional precision talent cultivation mechanism.

IV. "SPECIALTY + INNOVATION AND ENTREPRENEURSHIP + IDEOLOGICAL AND POLITICAL QUALITY + CULTURAL COMMUNICATION" RUNS THROUGH THE CURRICULUM SYSTEM OF CARTOON SPECIALTY

Lower grade increase innovation entrepreneurship courses and professional courses docking dynamics, increase the basic compulsory course innovation business docking based curriculum, professional foundation courses and professional practice and reform curriculum and innovative entrepreneurship and ideological education depth fusion, perfect the teaching contents, teaching methods, adjust the course syllabus content, will be closely integrated professional curriculum content and innovative entrepreneurship education. Senior students focus on the connection of innovation and entrepreneurship practice with professional courses and practical teaching, encourage students to participate in the project practice research of Internet platform connection,

integrate the professional courses of business project development practice and business project creation practice into innovation and entrepreneurship practice education, and strengthen the application of new media technology ability.

In the first grade, students are offered "professional cognitive practice", creative thinking training courses and innovative heuristic education. Second grade professional curriculum and the integration of innovation education courses in designed and fusion, increase in the core class "professional + ideological education + creative development of curriculum content, taught by professional teachers with cartoon industry business instances, the handout, in innovation and entrepreneurship direction for guidance, and as an opportunity to guide students to declare the national college students' innovative undertaking project, students are encouraged to germination of professional innovation, the concept of entrepreneurship, consistent with the Internet; In the third grade, innovation and entrepreneurship practice week is offered for one week. Professional teachers will give lectures, study the cultural communication characteristics of Chinese cartoons, and conduct entrepreneurship practice of Internet platform connection. At the same time, the innovative and entrepreneurial projects will be brought into various studios of the docking practice platform of cartoon industry, and the project-based teaching of innovative and entrepreneurial docking will be implemented, and the incubation will be guided by "double-teacher" teachers of the industry. Grade four class USES the form of teaching practice, mainly driven by tasks, interactive teaching mode, combined with heuristic, discussion-based, a variety of teaching methods, such as interactive infiltration theory knowledge in the practice project, causes the student to volunteer group learn by doing, so as to deepen the previous curriculum theory knowledge understanding, to improve students' team cooperation ability, strengthen innovation ability. From 2 to 7 semesters, online courses of entrepreneurship are offered for students to choose. Meanwhile, elective courses of art, culture, management and foreign language are added for majors. "specialty + innovation and entrepreneurship + ideological and political quality + cultural communication" runs through the whole course system.

V. STRENGTHEN THE CONSTRUCTION OF TEACHING RESOURCES

Practical courses and innovation and entrepreneurship education courses can be arranged with no less than 400 class hours, interspersed with each grade. Practice depends on enterprise comic docking platform and the high-quality teachers, foreign experts and form a market-oriented business comic project development released - of - producing operation the whole process of industry practice training teaching, the "monkey award" national art fund "to" administration of radio, film and impulsion college anime publishing incubation program ", the ancient lime animation festival "" international cartoon exhibition" in Tokyo, Japan and other high-level show gains heavyweight awards as project post-project standards at home and abroad. Build the characteristic course of "Internet + cartoon innovation and entrepreneurship". Social release of achievements and transformation of achievements into entrepreneurs. At the same time we will continue to improve the professional and innovative entrepreneurial innovation

undertaking the construction of the second classroom depth fusion, each semester to open innovation entrepreneurship class lectures, cartoon industry marketing and management class lectures, annually to cut into the geographical, historical and cultural features in our country, combining with the "Internet + innovation entrepreneurship competition", stress students and ability, brand consciousness, promoting the development of regional culture in our country.

Focus on the compilation of professional core curriculum textbooks. With the advantage of overseas resources, introduce high-quality overseas cartoon textbooks, increase the use of innovative and entrepreneurial textbooks for professional basic and public basic courses, comprehensively build innovative and entrepreneurial teaching materials that are connected with the specialty of cartoon, and form supporting teaching plans and Outlines. China, the United States, Japan, South Korea, Taiwan and other regions are classified to improve the construction of case base of high-quality educational resources of comic projects including international cutting-edge comic theory, comic creation process, technical cases, practical cases and industrial process cases.

Speed up the teaching practice platform of "integration of production and teaching, innovation and teaching" of cartoon specialty. Huai will contest results into a commercial project, strengthen the cartoon theme and carry forward the socialist core values project docking, in order to promote learning, take the network platform for project incubation system of innovative practice, promote innovation, entrepreneurship education and talents cultivation, cultural construction and teaching platform construction goal of organic integration innovation entrepreneurship education practice teaching cohesion.

We should further strengthen the campus culture and pay attention to the construction of high-quality sand painting associations, so as to closely combine the development of the associations with innovation and entrepreneurship. At the same time, we provide supporting software and hardware services for the entrepreneurial team by relying on the school-affiliated enterprises, construct the guarantee of innovation and entrepreneurship system, and provide the guarantee of activity organization.

VI. SUSTAINABLE DEVELOPMENT OF THE CONSTRUCTION OF TEACHING STAFF PATTERN

At present, the overall innovation and entrepreneurship ability of teachers of various majors in China still needs to be improved. There is still a gap between teachers with high professional titles and high academic qualifications and practical teachers with profound enterprise qualifications. Through 2-3 years of professional construction, we can form a sustainable development pattern of teacher team construction, which is led by industry experts, supported by backbone teachers and followed by young teachers. The incentive

platform guides the integration of industry and education of teachers; We will implement the plan of training our own teachers in cooperation with schools and enterprises, and promoting our backbone teachers to further their studies at home and abroad. Continue to implement "external training and internal training" to strengthen the construction of teachers, and build a teacher training system by classification; We will enhance the scientific research, international vision, innovation, entrepreneurship and industrial connectivity of our teaching staff, and increase the popularity of expert teachers in the industry. To enterprise management teaching at the same time, industry norms and the integration of teaching norms, establish the credit archives teachers, group of teachers with course research results form the reward mechanism, the phased examination results and reports to project post-project inspection course, course teaching and commercial operation and marketing operation results double shi xing teacher evaluation as the basis.

VII. CONCLUSION

To form the standards of cartoon professional training connected with the Internet system, improve the training program of cartoon professional talents, strengthen the connection between innovation and entrepreneurship and the core curriculum system of cartoon professional, and cultivate innovative, entrepreneurial and application-oriented talents that meet the needs of the cartoon industry chain in China's Internet economy. The establishment of the training path of cartoon professional talents with the educational concept of "Internet + cartoon innovation and entrepreneurship" is aimed at promoting the establishment of professional standards for cartoons in the undergraduate professional catalogue and providing powerful references for the establishment of relevant majors at home and abroad.

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