

Study on School-enterprise Cooperative Training Mode for Personnel of Advertising Under Cultural Creative Industry Influence

Xingxing Wang

School of Communication
Huaiyin Normal University
Huaian, China 223300

Abstract—Media service enterprises are undergoing a rapid transformation under cultural creative industry influence in the era of consumption upgrading, which raises new requirements for the training mode of advertising personnel in colleges. Advertising aims to cultivate the all-round application-oriented advertising talents who work on all-media planning, marketing, copywriting and creative production. As a result, it should keep pace with the times. In this paper, the reasonable and effective "studio" system of school-enterprise cooperative personnel training mode is designed in the aspects of formulation of personnel training program, classroom teaching, professional practice and practice supervision starting from the characteristics of cultural creative industry.

Keywords—cultural creative industry; studio; school-enterprise cooperation; advertising specialty

I. INTRODUCTION

The cultural creative industry arises gradually among some first- and second-tier cities with relatively developed economy in China after entering the 21st century. It is clearly put forward in the reports of the Seventeenth Congress of the CPC and the Eighteenth Congress of the CPC and the "Twelfth Five-year Plan" that "cultural industry should be developed vigorously", "cultural industry is the pillar industry of national economy". As the core and subjective industry, cultural creative industry develops more rapidly in China in recent years. Several Opinions of the State Council on Promoting Integrative Development of Cultural Creativity and Design Services with Relevant Industries issued by the State Council in February 2014, further clarifies the urgency and importance of accelerating the development of cultural creative industry, and puts forward a series of suggestions for advancing integrative development of cultural creativity and design services with relevant industries, pointing out "to strengthen the combination of technology and culture, promote the production, transaction and achievement transformation of creativity and design products services, create the modern new products with Chinese characteristics, and achieve organic unification of cultural value and practical value." The outline

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of the "Thirteenth Five-year Plan" issued in March 2016 clearly put forward "to support the creation and production of excellent cultural works, bring about more high-quality works that spread contemporary Chinese values, give expression to spirit of Chinese culture and reflect Chinese aesthetic pursuit". In addition, it clearly points out the specific requirements for "promoting cultural undertaking and cultural industry", indicating the direction of cultural industry development in the future. Obviously, cultural creative industry has become one of the key directions for national development in the future. The essential feature of cultural creative industry is the production of creative contents, and media service industry is an important link in creative content production in cultural creative industry. As the backbone of creative talents training, advertising specialty in colleges delivers a large number of human resources to the society each year. It appears to be particularly important to colleges with respect to how to cultivate the high-quality design personnel with high-level comprehensive quality of practice and theory who meet the current development of cultural creative industry.

II. ANALYSIS OF MAIN PROBLEMS IN CULTIVATION OF ADVERTISING PERSONNEL

A. Unscientific Curriculum

Advertising aims to cultivate the all-round developed applied talents, so it is of strong practicality. "The training mode of design talents is the root cause of inequality in design education level and social industrial demand. Metaphysical mode of education is still adopted by institutions of higher learning, while the demand of quality of design talents in social industry is neglected." [1] In view of that, the courses should be arranged to facilitate students to learn theoretical knowledge of advertising systematically, to arrange relevant practical courses of advertising creation and design reasonably, so as to realize talent cultivation objective. However, the arrangement of traditional advertising courses attaches importance to basic theoretical knowledge and neglects skills training. While learning the courses, students have few opportunities to participate in social enterprise projects, and their practical operation ability cannot be excised very well.

B. Simple Teaching Method

Traditional teaching method is mainly teacher-centered, which is simple and boring, resulting in a dull classroom atmosphere. This makes students' learning in classroom be in a passive position, and their subjective initiative cannot be mobilized. High requirements are set for students who majored in advertising in terms of their artistic accomplishment and aesthetic vision. It is difficult for traditional classroom teaching method to cultivate students' aesthetic ability and innovative ability of art.

C. Neglecting Practical Teaching

Advertising specialty aims to cultivate comprehensively applied talents, which requires to cultivate students' basic theoretical knowledge and to pay more attention to practical teaching for students. Practical teaching is a problem-based teaching method to discover, analyze and solve the problems. "It aims to enable students to acquire perceptual knowledge, master skills and develop the style of linking theory with practice and the ability to work independently." [2] For a long time, the education of advertising specialty has neglected practical teaching of students, which cannot enable students to apply theoretical knowledge into practice.

III. NEW MODE OF SCHOOL-ENTERPRISE COOPERATIVE TALENT CULTIVATION

A. Putting Forward Training Mode of "Studio Course Chain"

New market environment and cultural creative industry development raise new requirements for market operation and management of modern media company, and indicate a new direction for the cultivation of advertising talents in colleges. The advertising teachers need to cultivate students' comprehensive professional quality in adapting to the market by combining enterprise practice and the establishment of "studio" on the basis of relevant theoretical achievements. Advertising specialty mainly cultivate the application-oriented senior professionals who meet the demand for social development and economic construction with all-round development, have the basic professional quality, professional application ability, professional innovation ability and comprehensive humanistic quality for copywriting, planning, graphic production and media information dissemination, and are able to be engaged in graphic art design, brand planning, design and research, teaching and management in production and management industries such as advertising, publication and printing. The main courses include Originality and Expression of Advertising, Computer Graphic Designing, Film and Television Advertising Production, Digital Image Processing, Advertising Design, Advertising Sub-shot Design, Interactive Media Design, Brand Strategy Management, CIS System Strategy Management, Film and Television Advertising Production, etc.

Students are allowed to have access to "studio" in the second semester of sophomore year on the basis of theoretical and professional foundation gained in freshman and sophomore years. The studio can cooperate with professional media or design companies in local place or surrounding cities led by professional teachers to undertake practical design projects in the society, which aims to cultivate students'

professional ability. Therefore, the author proposes to establish the "studio course system chain" oriented by "creative content generation" at the level of school and college in terms of advertising specialty. In this course system chain, cultural creative industry generates macro environment impact. "Studio" should be different from the previous idea which is school-based, as the students cultivated by old mode are still confined to self-satisfaction. As a result, attention must be paid to long-term mechanism of school-enterprise cooperative studio, namely school need to make the elementary design courses, professional basic courses, professional core courses, research and experimental courses be opened, merged and circulated among the courses in terms of culture creativity concept under the background of cultural creative industry, and to cultivate the students with solid foundation and creative and innovative ability for the studio with the guidance of application-oriented personnel cultivation. The establishment of studio is no longer simply to make students to participate in some competitions, what's more is to carry out school-enterprise cooperation. Students' learning time should be guaranteed if they participate in practice, internship and the cooperation of enterprise design project. Extracurricular practical curriculum guidance, professional competition and enterprise project undertaking are also the important links of studio content. A large number of opportunities of practice, internship and project undertaking brought about by school-enterprise linkage must be implemented. During the implementation, the joint guidance provided by professional teachers from the school and supervisors from the enterprise will offer students the integration of theory and practice, so that students' overall professional qualities can be enhanced. Finally, the creative content is formed and implemented, and it should be tested after entering the market. Advantages and disadvantages should be summarized for this design and cultivation process through the later market information feedback, to lay foundation for next training.

B. Talent Cultivation Construction Based on "Studio System"

1) *Studio to facilitate the construction of a professional course system:* The working process should be taken as the guidance and job requirements as the standard according to requirements for overall quality of talents set by media and advertising companies in cultural creative industry. The studio will discuss job requirements and the required professional skills of each advertising design task together with the enterprise, analyze the ability structure of employees' post, seek the relationship between advertising design and communication task with relevant knowledge. In addition, it will set up a "studio system" teaching platform, complete the design task process from simple to complex, and construct the curriculum system based on design project working process. It takes improving advertising design and communication ability as the main line, establishes typical work position, develop and construct curriculum module and carries out analysis of working process and skill-based project against each post, to form corresponding professional curriculum, determine the course content and design project, and set curriculum standards. The studio aims to complete design and communication tasks, and it introduces in advanced

management philosophy of the enterprise, cultivates students' abilities of design, production, immediate response and collaboration, to realize integration of professional caliber and social demand, professional quality of talents and industry requirements, students' academic achievement and occupational post.

2) *Building the school-enterprise linkage "studio"*: The "studio" of advertising specialty of the school in the past only pays attention to teacher's guidance of participating in all kinds of professional competitions to improve students' professional skills and creative level. Although it's a good method, it is still short of the test of real market. Students have few opportunities to access to actual marketing advertising project. As a result, certain changes should be made for "studio" in the school, and competition participation is the reserved training project. Going out is needed for the "studio", to introduce production technology, production process, communication strategy and management mode of the enterprise into campus relying on the enterprise's resources and advantages, so that the teaching process and production, scientific research and management can be integrated, which allow teachers to teach more authentically, enable students to learn more realistically, accelerate the integration of theory and practice, and promote students' understanding of real environment of the enterprise, so that they can integrate in enterprise's production and management more quickly in the future.

IV. CONCLUSION

To sum up, in the context of the development of cultural creative industry, cultivation of advertising professional talents needs to focus on integrating the new thinking of cultural creativity into the whole course system, which can run through four years of study in college. Organic integration of project guidance for off-campus related enterprises and mission driving of "studio" on campus, enabling students to learn about the latest trends of this major and achieving zero distance contact with the industry. During this process, dual guidance of professional teachers and enterprise supervisors should be provided for the "studio", and make sure they supplement each other, lead the ability enhancement in terms of studio creativity, innovation and specialty with their advantages. Students' teamwork, communication ability should be cultivated while training their creative spirit. Construction of "studio" has made teaching, training, creative content production, design implementation, communication be realized, playing the role of teaching demonstration and radiation. Resource sharing between enterprise and studio in the school will be achieved to form production and teaching advantages. In the future, media communication mode will be more diversified, and the emergence of new technology will be bound to raise new challenges to modern advertising professional training.

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