

Practice and Research of Photoshop Course Construction Under the Mode of "Work-study Combination and School-Enterprise Cooperation"

Xiao Wang^{1,*}

¹ Xi'an Fanyi University, Xi'an, Shaanxi, China

*Corresponding author. Email: wxzw_1021@163.com

ABSTRACT

Against the background of the new curriculum reform and the development direction of "work-study combination and school-enterprise cooperation", the society has a growing demand for applied talents with the accelerated development of China's national economy. As a result, the teaching methods and teaching ideas of higher vocational colleges and undergraduate colleges have been innovated and reformed in different degrees. As one of the important strategies of talent training, "work-study combination and school-enterprise cooperation" not only cultivates applied talents, but also enriches their practical experience. In application-oriented universities, it is necessary to further improve the comprehensive quality of non-computer majors, increase the reserve and cultivation of practical and application-oriented talents, so as to improve the teaching quality and promote the employment rate of the university. This paper takes the Photoshop course teaching in public courses as an example, analyzes how to construct Photoshop course under the educational measures of "work-study combination and school-enterprise cooperation", so that students can obtain better teaching effect in learning and practice. It is hoped that the research may contribute to higher level of cultivation, output and employment of application-oriented undergraduate talents.

Keywords: Work-study combination and school-enterprise cooperation, Photoshop, Curriculum construction.

1. INTRODUCTION

Photoshop is a professional and practical course. Different from the computer technology courses in computer colleges and universities, it has strong comprehensiveness and compatibility. This course has strong comprehensiveness and compatibility, and the teaching measures should be reformed according to the characteristics of the course, so as to improve the teaching quality more effectively. This paper mainly analyzes the strategies implemented in the education and teaching measures of the construction of Photoshop courses for non-computer majors, and discusses the practicability of Photoshop course teaching against the background of "work-study combination and school-enterprise cooperation".

2. INTERPRETATION OF "WORK-STUDY COMBINATION AND SCHOOL-ENTERPRISE COOPERATION"

"Work-study combination and school-enterprise cooperation" is a talent training mode put forward by the Ministry of Education in recent years, and it is also one of the main directions of talent training and education development at the current stage. The talent training mode of "work-study combination and school-enterprise cooperation" focuses on classroom teaching and adds practical training courses in the teaching process, so as to help students combine theoretical knowledge with practical ability in learning, and cultivate compound talents with practicability and effectiveness according to the needs of enterprises for applied talents [1]. The

teaching method of "work-study combination and school-enterprise cooperation" also makes it more convenient for teachers to control and plan the teaching objectives in the teaching process, and carries out targeted teaching for students to improve the teaching quality.

2.1 Work-study Combination

The combination of work and study mainly refers to the combination of teaching knowledge in textbooks and students' practical ability, and the combination of students' professional courses and employment planning in the teaching practice process. It enables students to fully understand the development prospect of their learning direction and professional knowledge and the importance of basic theoretical knowledge during school study, so as to optimize their professional ability in the implementation of teaching measures combining work with study [2].

2.2 School-enterprise Cooperation

School-enterprise cooperation is a "win-win" mode that pays attention to training quality, school learning and enterprise practice, and pays attention to resource and information sharing between schools and enterprises. This mode is mostly applied in colleges and universities in different forms. Some colleges and universities implement the teaching planning of "2+2 (two-year study and two-year practice) and 3+1 (three-year study and one-year practice)", thus ensuring better learning effects of students in both study and practice. Some universities introduce enterprise tutors in school-enterprise cooperation to explain enterprise project planning process and cultivate students' teamwork ability and application ability. This realizes the new concept of responding to the needs of society, integrating with the market, cooperating with enterprises, and combining practice with theory. The "school-enterprise cooperation" mode achieves a win-win situation between the employment rate of schools and the hiring rate of enterprises in the resource sharing and information sharing between schools and enterprises [3].

2.3 Significance of "Work-study Combination and School-enterprise Cooperation"

Since China put forward the education system of high-quality talents, the teaching mode of "work-study combination and school-enterprise

cooperation" has developed very well. It transforms the traditional mode of talent education from classroom teaching to the bidirectional combination of theoretical knowledge and practical experience. Through the exploration of enterprise talent needs, it makes targeted innovation and accurate grasp of the needs of enterprise oriented talents in school education, so as to make a better contribution to the cultivation of high-quality and applied talents.

2.4 Cultivation Strategy of High Quality and Applied Talents

With the development of social economy, there are increasing demands for application-oriented talents in different positions. As the "base" of talent cultivation, application-oriented universities can more effectively cultivate practical talents for the society through the reform of teaching methods. Correspondingly, the cultivation of high-quality and application-oriented talents also enables universities to achieve better development in terms of long-term development and sustainable innovation [4]. Based on China's social and economic pattern and the needs of enterprises, the demand for high-quality and applied talents is mainly reflected in production talents, construction talents and management talents. The high-quality talents are required to have not only superb and exquisite technical means, but also high professional quality, social ethics, civic quality and other aspects. Therefore, under the premise of the teaching mode of "work-study combination and school-enterprise cooperation", cultivating high-quality and applied talents with patriotism, honest and trustworthy citizen quality and professional qualities of love and dedication reflects the practical significance of "work-study combination and school-enterprise cooperation".

2.5 Course Construction of Teaching System and Teaching Objectives

Based on the teaching concept of "work-study combination and school-enterprise cooperation", in order to provide practical and effective applied talents for the society and enterprises, the reform and innovation of the teaching system and teaching objectives of "combining work with study and teaching objectives" are also of great significance [5]. Xi'an Fanyi University always adheres to the cultivation of application-oriented undergraduate talents. The basic teaching purpose of teachers is to train students to master a foreign language + major + modern skills, so that they can get a high-quality job after graduation by virtue of their professional skills,

and improve their professional skills through continuous practice, so as to obtain a better future.

"Photoshop" course is one of the computer information courses with high technical requirements in application-oriented universities. The formulation of teaching objectives should first of all consider helping students better master the foundation of "Photoshop" course. The teaching objectives, based on the "Photoshop" course career development and professional ability, should be to constantly cultivate, strengthen and improve the students "Photoshop" course professional ability through theoretical teaching, practice and other ways. Through the teaching mode of "work-study combination and school-enterprise cooperation", with the guidance of combining work with study, students' learning and practical ability of "Photoshop" course will be strengthened. Students who have mastered the professional ability of "Photoshop" will enter the enterprise by means of association, dispatch and internship. Through the internship in the enterprise, they further combined theoretical knowledge with practical ability. At the same time, according to the market demand and design requirements of the enterprise, they further advance the "Photoshop" professional ability, making it applicable to the social needs, which thus reflects the significance in the teaching practice of "work-study combination and school-enterprise cooperation".

3. PHOTOSHOP COURSE CONSTRUCTION UNDER THE MODE OF "WORK-STUDY COMBINATION AND SCHOOL-ENTERPRISE COOPERATION"

Commonly known as "PS", the Photoshop course refers to the course of scanning, editing, modifying, stacking and so on with graphic image processing software, and reflecting the creative advertising, special significance of the picture input, output processing through the special effects film post-production technology. The course of "Photoshop" is highly professional and technical, so in the teaching process, "work-study combination and school-enterprise cooperation" can further help students to better master the professional skills, and further dig professional information and enrich their professional skills in the process of learning [6].

3.1 Cultivating Professional Talents for the Society

The application of the teaching mode of "work-study combination and school-enterprise cooperation" in the course of Photoshop can train oriented talents needed by enterprises, provide better practical employment opportunities for students, and provide them with a better platform study and practice [7]. In Photoshop teaching, with enterprise print advertising design as the teaching material, according to the material and requirements provided by the enterprise, teachers should guide students to use their imagination and creativity and express their creativity and ideas through the "PS" software, give guidance and explanation on the specific deficiencies and shining points in their design works after getting a holistic view of the works, help students get a deeper understanding to the enterprise demand for the design of plane advertisement design. In this way, students can better meet the needs of enterprises in terms of design ideas and design schemes in the employment after graduation [8].

3.2 Improving the Quality of Teaching in School

Through the interaction between the school and the enterprise, arranging students to carry out practical training and internship, can strengthen students' learning ability and help them to develop professional quality, so that they can utilize their professional knowledge with strong practicality in the employment after graduation. In the process of education and teaching, it is necessary to strengthen school-enterprise cooperation and strengthen the teaching quality of students in school. At the same time, students should be encouraged to take the initiative to have the enterprise internship, and actively grasp the design needs of enterprises in the learning process, so as to understand the difference between what Photoshop design is like in society and what they are taught in school about Photoshop design, and promote the improvement of their own design and innovation ability [9].

3.3 Strengthening Resource Sharing in University-enterprise Cooperation

By employing senior technicians in enterprises to guide the school, the university can interweave and integrate its own technical majors with the essential practical points that can be taught by enterprises in the teaching process. This enables students to get in touch with the value of professional skills in the

application process in advance, so as to effectively promote their interest in learning. "School-enterprise cooperation" is a two-way alliance between schools and enterprises. In order to make better use of the resources between the two, schools provide enterprises with basic technical talents. In the training and output of "Photoshop" professionals, through the practice and technical training of students in enterprises, students can master the professional skills of "Photoshop" and improve their professional skill, so as to learn the most practical and more advanced "Photoshop" technology [10].

4. CONCLUSION

With the development of the society and the reform of educational measures, the situation of college graduates' employment is becoming more and more severe in China. Social posts need a large number of application-oriented talents, but students' learning are mainly based on theory and just supplemented by practice. As a result, students need to conduct secondary learning and practice in employment, which affects the efficiency of the post and the industry. Therefore, it is necessary to implement the teaching mode of "work-study combination and school-enterprise cooperation" for this kind of application-oriented majors, so as to help students master professional skills better. When students are in the school, they need to have full grasp of theoretical knowledge, and carry out basic practical training, so as to master the course philosophy. In the process of learning and practice, through the increase of practice difficulty, the students' application skills will finally be trained to meet the standards as skilled talents of enterprises. In this way, they will have direct employment opportunities after graduation, which will not only improve the teaching effect, but also improve the employment rate of the university, and provide more applied talents for the society.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Xiao Wang.

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