



Credit Bank Training System for Digital Creativity and Media Majors in Art Design

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Abstract. This project is the “Revelation and Command” (Quality Engineering) project of Shandong Commercial Vocational and Technical College, which belongs to the sub-project of Double High Construction. The credit bank connects with the construction of professional groups, leads the process of teaching and learning with learning outcomes, and promotes educational equity and personal life-long development. The academic assessment results of the professional group form the academic credits of the credit bank, and the personal “qualification framework” of the credit bank guides the talent training direction of the professional group. The two complement each other and promote each other. This project research takes the construction of credit bank for digital creativity and media professional group as an example, explores and practices the connection between credit bank and the construction of art design professional group, and builds a set of credit bank training system for digital creativity and media professional group.

Keywords: Art Design · Credit Bank · Professional Group · Talent Training · Credit Exchange

1 Introduction

The credit bank connects with the construction of professional groups, leads the process of teaching and learning with learning outcomes, and promotes educational equity and personal life-long development. The academic assessment results of the professional group form the academic credits of the credit bank, and the personal “qualification framework” of the credit bank guides the talent training direction of the professional group. The two complement each other and promote each other. Actively explore and practice the educational practice of credit bank serving digital creativity and media professional groups, and provide students with more flexible learning channels, high-quality learning resources, and a complete credit bank standard system through the credit bank, which is convenient for students to carry out personalized learning and various types of learning. The certification, accumulation and conversion of achievements can enhance students’ learning motivation and improve their learning quality.

2 Ways to Get Bonus Credits

Art and design majors are flexible and diverse. On the basis of completing public compulsory courses and professional core courses, students can combine technical skills competitions, art design competitions at all levels, as well as some physical projects in the industry and enterprises, social service projects, etc., to exercise their practical ability and theoretical application ability. The credit bank construction is more conducive to the diversification of art and design students to improve their abilities. The credit bank for the students of the digital creativity and media major group means that the students in the major group use their spare time to participate in various skills (courses) competitions inside and outside the school to obtain application ability certificates other than those stipulated in the talent training plan of the major, Credits obtained outside the professional talent training program (collectively referred to as reward credits) in the form of publishing papers, applying for invention patents, and participating in practical activities related to the majors studied. After being recognized by the school, it will be deposited in the student credit bank and used to exchange some course credits in the talent training program as required.

Students can obtain award credits through the recognition of diversified learning outcomes, which are recognized as follows:

(1) Participate in internal and external competitions

Competitors who participate in competitions inside and outside the school will be awarded corresponding credits according to the competition level and the award-winning level. Award principle: In the same session and the same competition, the credits will be calculated based on the highest award obtained by the student.

The reward credits for individual projects are as follows: (If there are special prizes, special prizes, etc. in the competition, the special prize will be awarded according to the first prize, the first prize will be awarded according to the second prize, etc.) (Table 1).

Award credits (per person) for group projects are as shown in Table 2.

Remarks: The above competition levels refer to the competitions organized by the education administrative department and the school.

For competitions organized at levels such as associations and associations, award credits will be calculated at the next level.

Table 1. Credits awarded for individual projects participating in competitions inside and outside the school

Award level	Award grade			
	national	provincial	municipal	school
first prize	8 points	6 points	5 points	3 points
second prize	5 points	4 points	3 points	2 points
third prize	4 points	3 points	2 points	1 point
Excellence Award	3 points	2 points	1 point	0.5 points

Table 2. Participating in and outside the school competition team project awarded credits

Award level	Award grade		
	national	provincial	municipal
first prize	5 points	3 points	2 points
second prize	3 points	2 points	1 point
third prize	2 points	1 point	0.5 points

- (2) After being approved by the school, under the unified organization of the secondary teaching unit (Cultural and Creative Industry College), students can use the winter and summer vacations to go to the company to participate in work practice or engineering-study teaching reform projects related to their majors. After verification Those who pass the assessment can get reward credits. During the winter and summer vacations, the reward credits are calculated as 2 credits/month; during the non-winter and summer vacations, the reward credits are calculated as 1 credit/month. Internships within the scope of the professional talent training plan will not be awarded credits.
- (3) Students who obtain application ability certificates other than those stipulated in the talent training plan of their majors can obtain reward credits. The application ability certificate refers to the certificate that has been recorded by the Academic Affairs Office, is related to the major, and is uniformly assessed and issued by each second-level teaching unit or continuing education institute. If you have obtained any professional qualification certificate such as interface design, digital film and television special effects design, virtual reality technology and application, etc., the various skill certificates obtained by students will be recognized by 2 credits.
- (4) Students who publish papers or obtain patents at all levels during school can be awarded credits according to the following provisions:
 - ① With “Shandong Commercial Vocational and Technical College” as the first unit, with the student himself as the author (the first two signatures), published papers that can be found on the Internet.
 - ② Take “Shandong Commercial Vocational and Technical College” as the first unit, and the student himself as the patent applicant (the top three by signature).
 - ③ See the Table 3 for the recognition of award credits for the publication of papers and patent authorizations or applications at all levels.
- (5) The credit recognition of foreign (overseas) training or study tours shall be carried out in accordance with the “Measures for the Recognition of Overseas Study Credits of Shandong Commercial Vocational and Technical College Students” by the School’s Academic Affairs Office and International Exchange Office.
- (6) After the student has borrowed more than 20 (including 20) books in the school library in the year (literature category I is not included), he can submit to the library a piece of reading experience or reading notes, after reading, Thesis, etc., can be awarded 1 credit after being approved by the relevant teachers of the library.

Table 3. Award credits for publications and patent authorization or application of various types of papers at all levels

Category	Level	Award credits		
		Signature first	Second signature	Third signature
Apply for and receive patents (item)	Patent	4 points	2 points	1 point
	Utility model patent, software copyright	3 points	1 point	0
	Design patent	2 points	0	0
Authorized patent (item)	Patent	8 points	4 points	2 points
	Utility model patent, software copyright	6 points	3 points	1 point
	Design patent	3 points	1 point	0
Published Papers/Books (per article)	Chinese core journals	6 points	2 points	0
	Journals, general official publications	2 points	1 point	0

(7) Students participate in various practical activities such as scientific and technological innovation and entrepreneurship, voluntary service, campus culture and art, and community activities that are uniformly organized by the school and are related to their majors during their stay in school. Reward credits will be determined after the relevant departments have identified them. Suggestions below:

① The credits for scientific and technological innovation and entrepreneurship are the credits recognized by the Academic Affairs Office and the Youth League Committee of the school for winning awards in various innovation and entrepreneurship competitions. The specific credits are identified as shown in Tables 4 and 5.

② The credits of the science and technology interest group are recognized. The core members of the interest group (no more than 5 people) should apply to the general branch of the second-level teaching unit. After the instructor passes the assessment, the outstanding members of the science and technology interest group will receive 1 credit., 0.5 credits are awarded for qualified students.

③ Credits for club activities

The credit certification for club activities means that students participate in registered clubs at all levels of the school, and those with outstanding achievements will receive corresponding credit certification. Accumulated credits shall not exceed 1 credit. Club activities are recognized by the school club association and reviewed by the school youth league committee.

Table 4. Credits awarded by individuals in innovation and entrepreneurship competitions

Project	Award Level	Award Level or Rank	Credits Available
Innovation and Entrepreneurship Competition	National Level	grand Prize	8 points
		first prize	8 points
		second prize	5 points
		third prize	4 points
	provincial	grand Prize	6 points
		first prize	6 points
		second prize	4 points
		third prize	3 points

Table 5. Innovation and Entrepreneurship Competition Teams Awarded Credits

Project	Award Level	Award Level or Rank	Credits Available
Innovation and Entrepreneurship Competition	National Level	grand Prize	6 points
		first prize	5 points
		second prize	3 points
		third prize	2 points
	provincial	grand Prize	4 points
		first prize	3 points
		second prize	2 points
		third prize	1 point

First, Community evaluation projects. As the core members of the top ten student associations at the school level (no more than 10, and the student associations have been registered for one year), 0.5 credits; A student club for one year) counts 1 credit; being rated as an outstanding community cadre at or above the provincial level counts 1 credit, and a school-level outstanding community cadre counts 0.5 credit.

Second, for those who have work experience in other clubs and whose deeds are particularly outstanding, the students themselves should apply to the club federation, and after being assessed by the school Youth League Committee, they will be reported to the Academic Affairs Office for approval. The Youth League Committee will apply for no more than 1 credit based on the actual situation.

④ Campus culture and arts credits

Campus culture and art credits refer to the corresponding credits obtained by students participating in provincial art exhibitions, college students' culture and art festivals, outstanding achievements in school-level cultural and art activities, publishing literary works, editing press releases and publishing, and the cumulative amount does not exceed 1 credit.

First, participate in the art exhibitions of college students at the provincial level and above, complete the relevant performances and competition tasks, and get 1 credit after passing the assessment of the school youth league committee; Those who have the first prize or above will receive 1 credit. Actively participate in large-scale activities of students, with outstanding achievements, and obtained 0.5 credits after being assessed by the Youth League Committee of the school.

Second, publishing literary works, published in literary newspapers and periodicals above the provincial level, 1 credit for the first author, 0.5 credit for the second author and later. Students edit and write newsletters for use on the school news platform, and the Youth League Committee will give 0.5–1 credit according to the number of publications.

3 Redemption Scope of Award Credits

The scope of redemption of award credits is as follows:

- (1) The reward credits in the credit bank can be used to exchange for credits of elective courses (both in- and extra-curricular), credits for limited elective courses in the talent training program, and credits for some public basic courses.
- (2) The core courses in the talent training program are not allowed to be exchanged.
- (3) No exchange is allowed for practical courses.
- (4) Courses with cheating records are not allowed to be exchanged.

4 Redemption Method of Award Credits

It is planned to establish an intelligent management platform of credit bank for digital creativity and media professional group. In view of the problems existing in the current exploration and practice of credit banking, such as the lack of close connection with professional groups, the incomplete construction of qualification framework, the uncertainty of credit sources, unclear credit transfer rules, and the non-standard credit determination process, the research of this project relies on the information platform. It is planned to build a credit bank intelligent management platform based on the digital creativity and media professional group by combining information technology and bidding. Based on the construction elements of professional groups, build a closed-loop teaching management system that communicates with each other between teaching management and evaluation, and form a digital digital creativity and media professional group database and students' qualification credit data. The deposit method of reward credits is implemented according to the following regulations:

- (1) The reward credits obtained in the skill (course) competition shall be uniformly entered by the intelligent management platform of the credit bank of the digital creativity and media professional group;
- (2) Application ability certificates other than those required for professional talent training programs must be operated in strict accordance with the Operational Procedures for On-Campus Skills Verification issued by the Academic Affairs Office. Professional groups use the 1 + x vocational skill level certificate information

management service platform (pilot colleges) The results of the registration and assessment shall prevail, and credits will be awarded to the students who pass, and the professional group will not collect additional relevant materials.

- (3) Copies of certificates and summary tables (including student class, student number, name, and way of awarding credits) will be reviewed before the end of April of the student's graduation (or graduation) year. And other information is signed by the leaders of the secondary colleges (College of Cultural and Creative Industries), and then submitted to the Academic Affairs Office for recordation and retention, and according to the requirements of the professional group, a special person will be assigned to enter it into the intelligent management platform system of the credit bank of the professional group within the specified time.
- (4) Credits are awarded for practical activities such as various scientific and technological innovation and entrepreneurship, voluntary service, campus culture and art, and community activities organized by the school and related to the major. The summary table (including the student's class, student number, name, way of awarding credits, etc.) will be reviewed before the application, signed by the leaders of the relevant departments, and then submitted to the Academic Affairs Office for recordation and retention, and a special person will be assigned to enter the credits within the specified time according to the school's requirements. in the banking system.
- (5) For other credits awarded, the person in charge of the professional group will submit the summary form signed by the person in charge of the relevant department to the Academic Affairs Office, and after approval, enter it into the intelligent management platform system of the credit bank of the professional group.
- (6) The exchange time for award credits is uniformly the first ten weeks of the student's graduation (or graduation) semester, that is, before the graduation qualification screening of graduates.

5 Conclusion

In order to ensure the authenticity and reliability of the award credits, the Academic Affairs Office has the right to conduct a second review of the acquisition and exchange of award credits. Students who are required to review should submit the certificates and relevant original materials of all the award credits. Those who commit fraudulent behaviors will be held accountable to the relevant personnel, and all reward credits obtained by the student will not be recognized and exchanged. The principles for redemption of award credits are as follows:

- (1) The maximum number of award credits that students can use for redemption shall not exceed 16 credits.
- (2) Students' awarded credits and owed credits will be exchanged on a 1:1 basis.
- (3) The exchange of reward credits shall be applied by the students themselves by logging in to the "Intelligent Management Platform of Credit Banks for Digital Creativity and Media Major Groups" within the specified time, and the major groups shall finally confirm the completion of credit exchange based on the student's application.

- (4) The excess reward credits after being exchanged in the credit bank will be displayed on the student's student status card or grade card, and the specific items and credits will be displayed, so as to encourage students to expand themselves and develop in an all-round way during the school.

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