Research on the Innovation of Talent Training in Fashion Performance Under the Background of Big Data

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Abstract. With the continuous development of current society, the development trend of network, data and information has been presented, which provides a good opportunity for the development of new media technology in the fashion industry. The emergence of new media provides a carrier for the presentation of Internet big data, which can better provide accurate services for the fashion industry. The application of Internet big data provides impetus for the development of new media in the fashion industry. Based on this, the author expounds the characteristics of talent training for fashion performance, analyzes the beneficial influence of Internet big data and new media technology on the integration of fashion industry, and finally puts forward the concrete practical path to promote the integration of new media technology and talent training for fashion performance in the era of big data.

Keywords: Big Data · New Media · Fashion performance · Talent Training · Innovation

1 The Status Quo of Talent Training of Fashion Performance

Most colleges and universities tend to train professionals of dynamic fashion display. Fashion performance major was attached to professional categories like art design in earlier settings of major. The entrance examination was mainly based on appearance and shape. At present, colleges and universities still focus on training performance talents of the fashion performance major. After four years of undergraduate education, students lack long-term career planning, whilst they meet employment needs. Most of them, in the end, take on a second job or switch to work in brand marketing promotion and planning, artistic creation, or media operation. The ability of Internet big data processing and new media technology application needs to be further cultivated and improved to meet the increasing demands for fashion industry development [1].

2 Analysis on the Orientation of Talent Training of Fashion Performance

As a case, the performance major (fashion performance and promotion direction) of Wuhan Institute of Design and Sciences is a special major jointly established by two affiliated colleges, Jackie Chan Movie and Media College and Fashion Design College, in 2017. "Fashion performance", "fashion edit and guidance", and "new media performance and propagation" these three characteristic training modules have been developed based on talent training of the original single fashion performance major (Fig. 1)

2.1 Analysis of Talent Training Curriculum

The curriculum of performance major (fashion performance and promotion direction) of Wuhan Institute of Design and Sciences can be divided into two categories, including in-class teaching and out-class practice. It can be further subdivided into general education, professional foundation, professional core, professional direction, centralized practical teaching, and extracurricular scientific activities (Fig. 2).

Among them, some fashion show courses have added some but very limited courses related to Internet big data and new media, such as fashion marketing, new media operation and promotion, fashion communication and promotion, etc. The integration of courses is mainly accomplished through statistical analysis of Internet big data and practical training through new media technology.

2.2 Deficiencies in Construction of Discipline and Profession Reflected by Talent Training

Emphasizing "TRAdition" Over "Science & Technology"
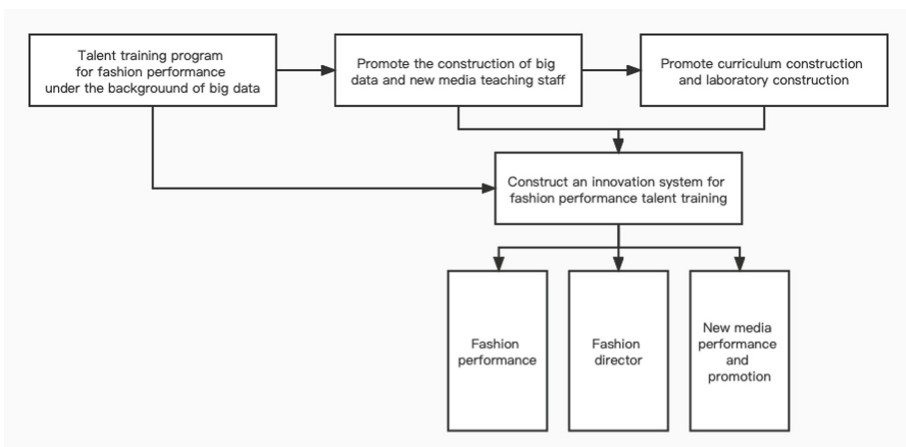Relatively speaking, "traditional" training of fashion performance talents is limited to

Fig. 1. Implementation path of talent training innovation system for fashion performance under the background of big data [Owner-draw]
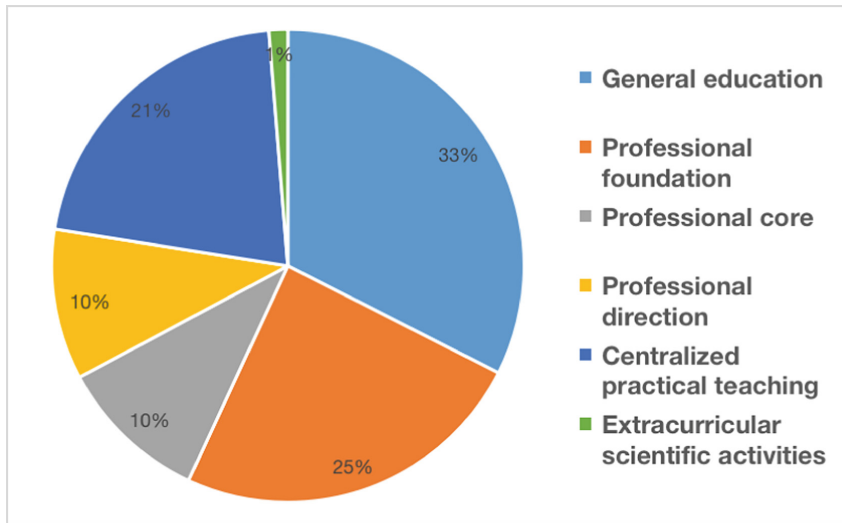
Fig. 2. Curriculum of fashion performance major [Owner-draw]

stage performance, clothing and accessories design. It emphasizes study and development based on clothing and accessories show and display but does not have the ability to analyze and process Internet big data. Colleges and universities have been comprehensively transformed into online teaching mode around 2021 due to the impact of COVID-19. The transformation from the traditional classroom to computer and online platforms make it difficult for teachers and students to adapt to on-screen teaching and guidance. The actual teaching effect of performance courses is greatly reduced. Moreover, with the rapid development of internet big data in recent years, the traditional fashion performance activities have gradually shifted to the field of internet big data and new media, and the big data statistical analysis and new media performance talents who can adapt to and master the new technology have launched fierce competition between mainstream retail platforms [2].

Emphasizing "Unification" Over "Diversification"
The performance major (fashion performance and promotion direction) of our college was established in 2017, and its talent training mode is still in the growth stage. Therefore, the initial talent training program for fashion performance major tended to design a unified talent training model to facilitate school teaching and management. After five years of exploration and growth, it has been found that students relatively have single basic knowledge of disciplines, narrow employment channels, and insufficient understanding of diversified market demands, whilst the unified talent training mode is simple and convenient [3].

Emphasizing "STAndards" Over "Characteristics"
Complying with the national standards, school standards, and other standards and referring to the talent training program and curriculum structure of leading colleges in this

professional field, such as Beijing Institute of Fashion Technology and Wuhan Textile University, courses, class hours, and credits of this talent training program were set. Unfortunately, it has not yet formed unique school characteristics and is hard to leave a deep impression on the candidates in the annual art enrollment publicity.

3   Countermeasures for Innovation of Talent Training Mode

In 2021, the specialty conducted the reform of the talent training program, designing to solve the deficiencies in construction of discipline and profession reflected by talent training.

3.1   Promoting the Innovation of Talent Training by Using New Media Technology

Affected by the travel restrictions caused by the COVID-19 epidemic, the new media industry has ushered in a blowout development, accelerating the transformation from the traditional commercial sales model to the digital marketing mode. Under the background of rapid development of new media and information technology, fashion performance talents require to have the actual ability of clothing and accessories display as well as the ability to conduct marketing and display on short video platforms, live broadcast platforms, and other all-media. Considering the needs of local industries, our school emphasizes the equal importance of theoretical foundation and practical ability under the background of integrating performance and marketing majors, includes the new media performance and marketing promotion courses with the largest industrial demand in the talent training program, and realizes the two-way connection between academic education and industrial demand [4]; At the same time, our school has started to build a series online teaching courses with the help of computer information technology create a new teaching environment through 3D modeling, virtual simulation and other information technologies, try to construct a metaverse stage, and make a virtual fashion show, so as to explore more possibilities for future talent training of fashion performance. The application of holographic projection technology in fashion performance art comes from the invention and creation of holographic projection technology. The creation of hologram language lays a foundation for the use of projection in the performance stage, From the technical perspective, 3D animation technology, optical illusion technology, high-definition image projection technology, interactive technology and so on provide technical support for holographic fashion performance. From the spatial perspective, the dissemination of holographic projection technology and the visualization of information make the fashion performance develop continuously in the direction of internationalization and globalization [5] (Fig. 3).

3.2   Broadening the Horizon of Talent Training

By constructing a multi-level, diversified, and three-dimensional comprehensive practical training system on campus and off campus, replacing practice with competition, promoting teaching with competition, and replacing traditional theoretical teaching with
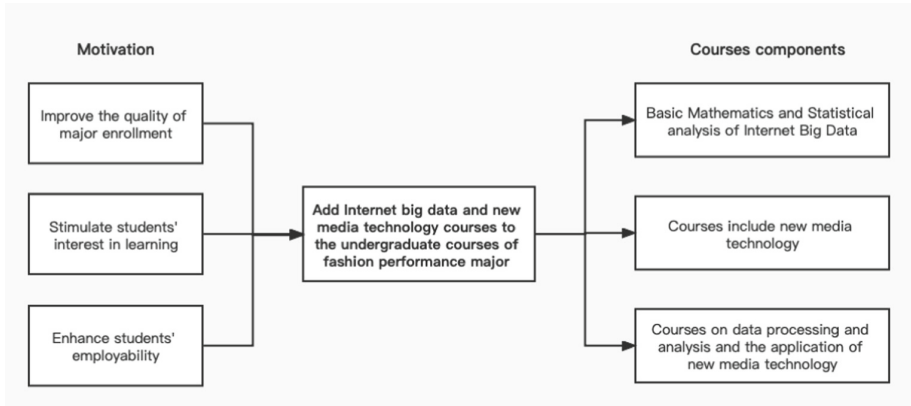
Fig. 3. The idea model of integrating internet big data into fashion performance course [Owner-draw]

deeply-involved new media practical projects, the training effect on students' professional ability has been effectively improved, and the problems of students' single knowledge system, poor application ability, and inability to quickly adapt to job requirements under the rapid development of the capital market have been better solved.

For example, Burberry, a well-known international brand, used new media technology to present a fashion show integrating virtual and reality for the audience. In the conference session, there are only six true human models are performing, other models are created by the virtual imaging and the application of the holographic projection technology. The virtual images presented by holography and digital projection technology allow these virtual models to bring the virtual environment into the real space and bring the audience into the virtual environment. In particular, the integration of new media technology has also carried out a deep reform in the teaching of fashion performance, bringing new artistic language and artistic thoughts, and broadening the horizon of talent training.

3.3 Creating Brand Characteristics of Fashion Performance Major

The interdisciplinary integration of fashion performance major and digital media technology major has explored and formed a modern fashion performance training mode supported by digital media technology. In the process of fashion show, the model interprets the costume by walking or other body movements, so the body movements and facial expressions of the model are the carrier of the dynamic presentation and performance of the costume. At present, many of the computer technologies applied in the fashion show stage are realized through the interaction between the model's body language and other media. Among these technologies, motion capture devices and posture recognition systems play a very important role. Technically speaking, the essence of motion capture is to record the motion trajectory of the object in a certain space, and then form a complete sensor system to record the trajectory information of the object motion
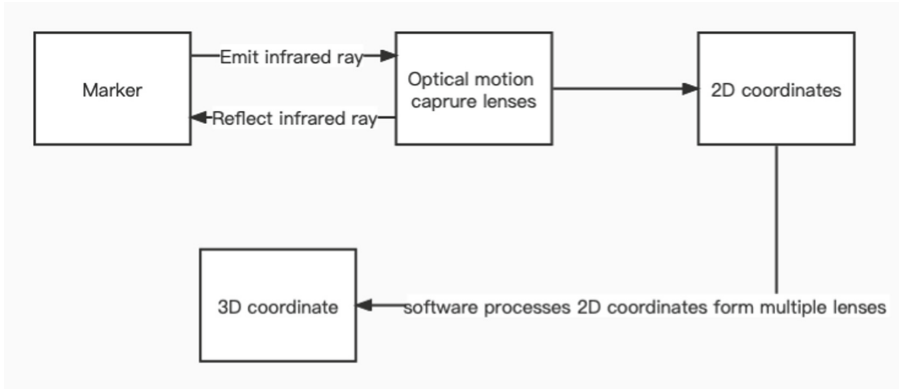
Fig. 4. Principle of optical motion capture system [Owner-draw]

through the device. Then through the signal capture equipment, the data is quickly transmitted to the computer system, and finally the data tracking and processing is completed to form a three-dimensional model. Centering on the two cores of "digital" and "performance", the teaching system and teaching means have undergone qualitative changes, which also put forward higher requirements for students' practical operation ability and formed a unique brand characteristics of fashion performance major [6] (Fig. 4).

4   Conclusion

At present, the curriculum of many colleges and universities which have fashion majors cannot meet the needs of contemporary society. Big data not only needs professional statistical analysis talents, but also needs fashion talents who have mastered the application of new media technology in the context of the era of big data. This paper put forward an innovative way to talent training for fashion performance in the era of big data, formulate a scientific and reasonable talent training program and constantly improve, build an elite teaching staff with interdisciplinary integration, promote the course construction, use high-quality social resources and new media platforms to improve students' practical ability, and build a reasonable innovation training system for fashion performance talents under the background of big data era.

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