Study on Education Status and Thinking of Digital Media Art in Colleges and Universities

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Keywords: Digital media, College teaching, Art education.

Abstract. As the gap of social digital media art talents becomes bigger, all academies start to set up digital media art major to adapt to social demands. To such a new brand major, it faces two aspects of challenges. One is how to cultivate talents of digital media art for society. The other is how to apply multiple teaching methods in class to cultivate technical talents that society needs. On the basis of analyzing relevant problems, this article explains the profound curriculum design and teaching nodes in simple terms, puts forward relative countermeasures to guide the theoretical research and cultivation of practical talents to promote digital media art education in colleges and universities.

Introduction

In recent years, with the development of digital media market, social demand to relevant talents becomes bigger and bigger, so does the talents gap. Under such historical background, many colleges and universities throughout the country begin to set up digital media art major. According to statistics, there are more than 150 colleges and universities with digital media art major, some art major schools, some comprehensive university, not only old-brand elite schools such as Communication University of China but also some local colleges [1].

As a new branch of science, digital media art major has gained big development and progress in our country. However, due to the limitation of economic social development and problems in teaching level, there is still some distance to the demand from the outside world.

Generally speaking, it mainly includes bad source of students, Curriculum Provision coming apart from social need, lacking professional teachers, etc. which all influence the cultivation of professional talents. Thus it is hard for internet enterprises and digital media application enterprises to find appropriate talents, impeding the industrial development. On the basis, this article makes thinking on the education status and future of digital media art in China's colleges and universities and hopes to provide some advices to promote further development of the subject.

Description of Digital Media Art Status

From 1995, the digital media art major began to occur. At first, it was mainly gathered in art academies and some science and engineering schools. With the continuous extension of talent gap, society has bigger demand to relevant talents. Thus, each college and university throughout the country began to set up digital media art major and a new media power occurred. It is not the rare major now, very universal in major setup.

The digital media art is the upgrade and innovation of traditional media art, the overturn and revolution to the past media art. What digital media changes is not only vision and hearing but also people's thought, which is the new driving force to social upgrade and development in new period. On the whole, digital media art covers nearly all traditional media domains, including printing, images, network, etc. On this basis, art major is blooming in all colleges and universities. Many colleges begin to subdivide categories, setting up cartoon major, etc. with professionalism of digital media art. And colleges directly setting up digital media art major become more and more. Though the college scale becomes bigger, there are still some problems in teaching practice and theoretical research of digital media art major, which is also the emphasis of this article [2].

From the aspect of state steering, the cultural creative industry is becoming one of the main stay industries. During the city and industry transformation and upgrading process, all would give priority to cultural creative industry of intensive technology, small energy consumption and strong employment absorptive capacity. Demands to professional talents also sharply increase.

Educational Problem of Digital Media Art Major

With the coming of "Internet+" era, digital media technology has not only stayed at media industry but is applied into nearly all fields, even if the most traditional industry such as agriculture, etc. begins to deeply integrate with internet and digital media technology. With the increase of talents gap, majors in each college and university become prosperous. However, there are still some secret worries in educational pattern and educational level, which would be reflected, form the following aspects.

Haven't Form Teaching System Yet

The digital media art major is a brand new major as well as the major with high technical content. As the major to cultivate professional and technical talents, it has high demand to teaching condition and teaching idea. The traditional model of teaching and teaching idea can not meet the requirement of digital media art major. Thus, our relevant educators carry out bold reformation from such aspects as structure of teaching, structure of teaching, curriculum system, etc. by introducing model of teaching in advanced countries and regions and acquire good achievements. However, digital media art has no enough theoretical support. The social and economic environment has some particularity, with certain difference from foreign social economic environment. Therefore, simple introducing teaching method can not meet our educational demands.

On the whole, digital media art major has rather strong comprehensiveness, with characters from both liberal art and science and meanwhile it belongs to art category which needs to cultivate students' high aesthetic standard and actual operational capacity. Thus, it raises very high requirements to college teaching. Under the current Teaching System, it usually pays more attentions to the cultivation of relevant operating skills, mainly focusing on students' proficiency degree to the application of software which is the cultivation of technology level. But it lacks teaching in humanity, aesthetics, art, etc. It makes the digital media art becoming a simple discipline teaching software operation, without enough theoretical research and literacy accumulation of literature and art.

As a new branch of science introduced from the foreign countries, digital media art has the problem of unclear location and blindness in the curriculum system in China's colleges and universities, which is also connected with fickleness altitude in cultivating talents. Colleges always set up such technological majors with quick results rather than compulsory art cultivation courses such as art history, etc. Even though some colleges set up such majors, it would alack internal necessary connection. Simply teaching history is not enough. It needs also professional educators to guide and fuse classical aesthetics and the current digital media applied technology. By establishing high-end curriculum, it is to guide students positively doing practical activities, think about aesthetics concept, feel aesthetics charm and finally fuse the artistry into modern digital media art.

Seriously Lacking Professional Teachers

As our colleges and universities set up plenty of digital media art majors, students sharply increase and relevant professional teachers become the scarce resources. But the digital media major develops rather short time, without excellent teachers. Thus many teachers who haven't understand the digital media art are forced to do the job, directly result in serious lacking of relevant professional teachers and low teaching level.

Since the major is set up only for short time, we have only few professional teachers of digital media art major. Most change profession from other majors and they need more time to study. What's

worse, they may be influenced by the past thinking and ideas. The insufficient professional teacher is another big problem for our digital media art education.

Teaching Mode Waiting to Upgrade

As a new branch of science, digital media art major has both artistry and practicalness. But in model of teaching, being content and method of teaching, it hasn't followed up with the requirement to relevant professional talents from modern society. It needs educators to innovate, break the past stereotype and start the burgeoning educational pattern and method.

In addition, as a brand new professional discipline, it needs plenty of high-end teaching attachments to assist teaching, which asks high requirement to the condition and expenditure of school. In those traditional colleges, there are sufficient associated equipments. However, in many local academies, there is no because of expenditure, which also impede students' development. With the coming and development of digital media era, the educational demands to colleges and universities reflect not only in these two aspects but also in teaching idea and method. We need to keep exploring, solve problems and realize effective promotion of educational level [4].

Exploration to Educational Improvement Measure of Digital Media Art Major

To Make Diverse and Stereometric-formula Talents Employment Pattern

As the art major, sometimes digital media art major can not receive good graces from high-grade students, since such students would choose such old and traditional disciplines as medical science, jurisprudence, etc. rather than digital media art major with some risks. Thus, colleges with digital media art major need to make diverse and stereometric-formula teaching model, improve teaching method and attract more elite students to participate in this major so as to promote quality of students' source and make good foundation for the long-term development of discipline.

As to model of teaching, it needs to set up more characteristic curriculums to attract students and promote their innovative ability. It should adopt diversified enrollment pattern rather than single grade enrollment to attract more excellent talents and inter-disciplinary talents. When attracting source of students, it should break traditional enrollment pattern, reinforce cultural profession examination and meanwhile add art courses to examine their artistic aesthetics abilities, including art comment, appreciation, etc. Diversified appraisal mode could bring diversified talents. By enriching appraisal modes, it could attract more compound-type talents.

To Deep Enhance Discipline Integration and Communication

The digital media art is a carrier, an applied tool and frame-type discipline. With its "skeleton", how to enrich "fresh" and make discipline more full is the question for educators. As the media art major, though digital media art has the nature of new technique, it still belongs to media art major, needing the support of cultural content and connotation.

As a very complex discipline, digital media art involves many fields. It should cultivate professional talents, students' consciousness of innovation, mastering software application skills and knowing about artistic aesthetics and artistic rules. To sum up, it has very high demands. However, by effective discipline cultivation, such talents are exactly what our society needs. The digital media art is a diverse major. It needs to intensify integration with other literary, science and engineering disciplines. By systematic Curriculum Provision, it could promote students' diverse abilities and make inter-disciplinary talents for society.

To Optimize Teaching Curriculum System

As to the Curriculum Provision of digital media art major, it should pay attention to the rational match between students' ability cultivation and curriculum, equitably distribute teaching practice and giver consideration to both theory teaching and operating practice. In general, at the low grade of students,

it is not suitable to divide professional emphasis too early. It should reinforce cultivation of basic attainment and theory. When they attend to high grade, it could distribute majors according to their own hobbies, interests and personal ability, further cultivating their major. Such curriculum match would not make students attend to trifles and neglect the essentials and result in problem of lacking delayed effects [5].

To Make Professional Teachers Group

As a modern educational method, group teaching is extensively applied in many disciplines in colleges and universities. In such integrated major as digital media art, group teaching method is of great significance. Since the digital media art major has very strong compound type, there is nearly no teacher that could understand all contents, including technology, art, software application, etc. Thus it could make good teacher group by group teaching, interworking and providing good course for students. At the same time, it could promote professional teaching standard and make highly-competent talents for society.

Conclusion

With the coming of Internet era, the digital media art education in colleges and universities faces new opportunities and challenges. As the national strategies are adjusted and transferred, cultural creative industry is in a higher location. Most work is with digital media technology as the core and national key support. It brings bigger opportunities for subject development and meanwhile put forward higher demand to teaching model and teaching level. As the base to cultivate related professional talents in our country, colleges and universities setting up digital media art major have the heavy responsibility on their shoulders. As a new branch of science, there are still many blanks in theoretical research and teaching practice of digital media art major. Thus we need to keep exploring and digging to further promote the teaching level and teaching scale. All need the further study and cultivation of artistic talents. In order to get better and quicker development of subject, it needs researchers and educators to keep fighting, summarize practical teaching experience with theoretical sublimation and finally guide practical teaching to promote bigger development.

Acknowledgments

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