

The Development of Art Education and the Innovation of Talent Cultivation Mode under the Background of Big Data

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Abstract. The big data not only provides a wealth of information resources for education and learning, but also brings many challenges to the education model and personnel training. Big data has brought the university art education into a new perspective and circumstance. Based on the author's work experience, this paper first analyzed the significance and characteristics of the big data, then discussed the development trend of college art education in the era of big data, finally put forward the innovation paths of art education in the era of big data. The author believes that we should fully understand the necessity of educational innovation and grasp the development trend of education innovation in the era of big data, make a full use of the big data thinking, methods and techniques to seek new paths for educational innovation in the new era.

Introduction

In twenty-first Century, the information technology got a rapid development, the amount of data produced in this process affects people's learning, work and life. Big data not only brought the impact on the education, but also put forward new requirements and expectations for educational innovation. Based on the comprehensive reform of education in the era of big data, innovative talent training, education and teaching methods and other aspects of the development requirements are necessary to carry out educational innovation. Our education should reflect its value in the era of big data in order to play the effectiveness of education in the new era.

The Significance and Characteristics of the Big Data

"Data" was originally a raw material for people to observe the objective world, and it also can be interpreted as the original data. To describe what happened, it must find out the association and give the data certain representative meaning through the analysis of these original data. Using high-tech means to carry out a deeper analysis of the information to dig out the information hidden in the data, so that we can get more accurate, useful knowledge and information resources, namely the data information knowledge with decision making significance. "Big data" is complex data sets using network software tools and high-tech intelligent technology analysis. This high-tech intelligent technology is not only able to get the surface information of the data, but also can obtain the intrinsic connection and the implicit information of the data attribute on the basis of the

understanding of the data, which provides a strong support for the automatic and intelligent transformation of massive amounts of data into useful information and knowledge, becoming a means of obtaining important knowledge that people need. How to collect and obtain the data information knowledge and apply it to the teaching of Art Education is particularly important.

The Development Trend of College Art Education in the Era of Big Data

The impact of big data drives humans to begin to analyze, design, create and share the valuable content and knowledge in the data, especially in recent years, the international education platform quickly formed educational ideas, methods, implementation strategies, and experimental results. Taking the United States and the United Kingdom as an example, in 2009, the international renowned consulting firm McKinsey Global Institute (MGI) data shows that the database of the information system in the United States Department of Education has reached 269PB, and it was selected by the United States ranked ten data production contribution. In February 2010, UK Kenneth Kooker put forward in his thematic "report data, ubiquitous data": The world has a huge amount of digital information and it can not imagine, and it is growing at a rapid rate.

The above shows that big data technology has been unstoppable infiltration into the field of education, and will continue to promote the rapid transformation of education in the world, to become the core and key of future education personnel training. It reminds us to think about how to use the data more effectively for educational services. The educational technology is associated with big data and social network, and it reflects the characteristics of universality, openness and dynamic, precisely with the current higher education of art to the public, society and research attention coincide, so it is worthy of our reflection the college art education today, we need to reconstruct the education in the future development goals and direction. Influence of big data and the potential value for education should not be overlooked, and it is key to realize the value of education in the future. The significance behind the big data is to tap the real needs of the talents, so cultivation of talents must adapt to the development and application of data.

The Innovation Paths of Art Education in the Era of Big Data

Developing educational strategies according to the concept of big data and statistical thinking. Big data gives people a new perspective to re-examine the education, so people can find those hidden education factors of "black hole" and some education "color" from another level. In a sense, the big data affects the whole educational system of decision-making and planning, bringing a great help for educational decision-making. Therefore, we should be based on the concept of big data and statistical thinking to analyze the data, instead of letting the data stay in the "data silo". Decision making under the leadership of big data is the change of educational policy. Educational development decisions should be supported by data. Big data can provide massive information for education decision making, so that decision makers can quickly obtain and analyze the data. Through big data analysis to make education prediction more accurate, and more effective to help policy makers to formulate policies. The real revolution in the data age is not the tool of analyzing data, but how to use it. Therefore, it needs to further enhance the ability to integrate educational data, enhance the ability to explore the value of the data and educational decision-making. Through the analysis for the educational data, to understand the lack of education development and the actual demand, and to formulate education policy and develop strategies which is more in line with the actual education to facilitate the use of big data concepts and statistical thinking to plan for the future.

Carrying out education and teaching reform based on big data thinking. In order to ensure the effectiveness of education, it needs to combine the characteristics of the era of big data and the requirements of the society for the training of school personnel, to carry out education and teaching reform based on big data thinking. In the field of education, learning materials and learning tools are increasingly close to the needs and preferences of students, so big data can help students learn more effectively. In addition, the analysis of large data, statistics and feedback functions can help teachers to adjust the teaching of learning development for the students, to improve teaching in a timely manner. Therefore, it needs to make full use of the advantages of big data characteristics to promote the development of education and teaching reform, so that students can better get useful knowledge and skills. In the assessment of education and teaching, we should give full play to the function of big data, and discard personal preference. In the new world of data making, assessment is just a factor in the formula, and the decision of how much weight should be applied to these assessments is the statistical equation, rather than the expert. To this end, in the development of education and teaching evaluation, it needs to be based on big data thinking, weaken the randomness of personal preference, highlight the value and function of big data, making the reform of education and teaching be more scientific and effective.

Focusing on open joint to create a large data education service platform. Tsinghua University vice president Xie Weihe thought that a big challenge the big data era facing is how to integrate information. He believes that it select, sort out the effective resources according to the law of education and growth for students to learn and grow, and build a service platform that can help students to screen out the most needed information resources. Therefore, it needs to create a comprehensive resource services, personalized content customization, active push service platform for education, so that it is convenient for students to carry out systematic, professional and personalized learning.

First, promoting the construction of a comprehensive platform for the big data education services. In the era of big data, education needs continuous innovation, which requires massive, timely, diverse and reliable data to support. Facing the fundamental changes in educational resources, it must break through the difficulties and problems brought by the integration of educational resources and digital upgrade. Building a comprehensive, convenient and comprehensive service platform for large data Education and integrating books, newspapers, periodicals and other publications, library collections, so it can meet the new needs of education resources for teaching and learning through the construction of large data integrated service platform and its wide application.

Second, promoting the construction of personalized platform for big data education services. The arrival of the big data means the arrival of multiple, personalized era. In this era of information explosion, it is filled with a large number of complex data, and how to choose a truly useful and effective information resources available to students and teachers, is a problem needs to solve in big data era education. To this end, we should make full use of big data technology to promote the construction of personalized education service platform, use the big data to sort relevant information, to build a platform for teachers and students to find their own resources. It needs to design a tool to search the platform to ensure that students can effectively access to knowledge, to achieve autonomous learning. Starting with the construction of resources, technology development, strengthen the daily operation of service construction, build a personalized service education ecosystem. Big data education services personalized platform should cater to the students with clear needs, provide the initiative, personalized, targeted services, to create a favorable environment for the development of students' personality.

Conclusion

Big data triggered a revolution in the teaching of art education in Colleges and Universities, even it become the current fashionable term.. Change has become inevitable, but one thing is clear, once the new art education objectives are established, it must adjust the teaching strategies and identify the implementation ways to use a wide range of large data resources, to realize the interaction between the social and the international arts education. Facing the education revolution brought by the cloud computing, Internet of things and big data, teachers and students, schools, families, communities, society should cooperate to build a future oriented education, standing on the new starting line to start again.

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