

Study on curriculum system of cultivating application-oriented college film director talents

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Abstract. In recent years, with the progress of society and enhance the economic level, China's media industry has made great progress, relevant professional education continue to emerge, film director is one of them. In college media class teaching, this curriculum has occupied very important position in application, its importance cannot be ignored. Based on this, we should perfect the construction of the curriculum system of cultivating application-oriented college film director talents, aims at training professional film director talents with high literacy level in an all-round way, meet the actual demand of the media industry, promote the media industry sustained and healthy development.

1. Preface

In the college film director teaching, when training applied talents, eloping a long-term goals and fully meet the requirements of the corresponding broad prospects. In view of the current situation, the teaching of colleges has gradually changed from elite education to mass education, the film director is generally carried out teaching work of general courses, actual situation of personnel training quality shows unevenly. In the background of the new era, the quality of college film director talents training should fully adapt to the demand of application-oriented talents of contemporary social development. Based on this, measures should be taken to perfect the construction of the curriculum system of cultivating application-oriented college film director talents, innovation and reform correspond to talent training mode, promote the college film director to deepen the progress, promote China's media industry to achieve rapid development.

2. The curriculum system analysis of cultivating application-oriented college film director talents

2.1 Content of curriculum system

First, technology practice curriculum group of the college film director. Concretely, "Nonlinear Edit", "Television Photography", "TV Music Sound", "Multi Channel Program Director Technology", "Television Lighting" and so on many courses constitute the basic professional technical practice of curriculum group. The main purpose of the application is to let students master the right related skills of operating film and television professional and editing processing software, make it possess the practical skills of edit synthesis, image setting and the site operation that they need when Program creating. Among them, the core mission of "Nonlinear Edit" is to master the skills of editing screen, and it can be combined with the law of sound and picture narration to select the lens carefully, and then effective and complete assembled more smooth picture and sound passages; "Television Photography" can be described as organic combination of artistic creation and operation of technology-related courses, which can be based on theoretical knowledge teaching, after a series of scientific and effective implementation of the practice of training activities, so that students can be skilled in the art of painting creation and camera operation; The aim of "Multi Channel Program Director Technology" is to conduct a comprehensive training for students' comprehensive skills include the scene, real-time selection related to make the field lens and setting up the position, flight scheduling skills.

Second, the film director of professional direction of practice of courses. Generally, this course mainly refers to based on the students' mastery of film theory and basic ability of conventional sense of television production, make its own ability according to the type of fictitious interest

selection or non fiction television programs and packaging etc. on the course, which can realize the special skills development, professional courses are more prominent, innovative practice ability significantly enhanced, the day after have more employment opportunities. Among them, the fictitious program creation practice of courses, fictional programs generally through the ups and downs of the story and vivid picture of sound, to really magic phantom image art of space-time creation, the TV programs with the cultural heritage as well as physical and mental pleasure, bridge social art quality fully displayed, "Film director" and "micro film creation" which consists of such practice courses; for nonfiction programming practice of courses, television film and TV in-depth reports, television documentaries with nature documentary program style belong to non fiction television, always insist on the news stand and attach great importance to the tube the creation and dissemination of discipline tenants, fully demonstrated the design responsibility, TV media attention at the same time, covering the required documentary character, "documentary film director and creation" and "creation" and other feature films together form such courses; the creation of television packaging practice curriculum aims to enable students to have animation skills more skilled, strengthening its production of television programs or packaging of TV program titles from related technology, "the packaging of TV columns" And "2D animation design", "3D animation design and production" and other courses are included in the.

Third, the film director of comprehensive practice courses. "Directing and producing of radio and Television Arts Program" and "TV news" and other types of courses consist of such practice course group, its purpose is to promote the students to fully understand and grasp the meaning of conventional television production process related skills. Among them, "directing and producing" radio and Television Arts program courses related to the TV in all aspects, including the pre selection and planning, and attaches great importance to the mid show filming process and post production, the course content is relatively wide, asking teachers to combine practical talents cultivation target specific, according to their own interests, reasonable choice of two or is the three project as an important content of practice, specialize in training for students, focuses on the refinement of certain categories of TV art shows producer ability; "TV news" is more important for students to focus on the TV news topic and cognition, film editing abilities, students can understand the curriculum requirements TV news release writing and master various techniques, and familiar with the criteria and techniques of shooting TV news footage.

2.2 The application of talents training measures

First, positioning and training of new practical talents. As the name suggests, the film director is mainly refers to television and radio planning and directing production and creative aspects related to the content of a relatively high level of political and artistic appreciation ability, theory training level, cultural and scientific knowledge and are familiar with China's propaganda policies and regulations, and then broadcast television director and other specific work of applied talents office. Based on the new situation, to strengthen the realization of Film & TV comprehensive thinking ability and comprehensive literacy level, which by means of integrated arts and the use of innovative skills to complete their own artistic expression of the works enrich. Colleges and universities should pay attention to deepen the cultivation of students' innovative spirit, the macro view, the innovation can be regarded as the power source, the country and the national sustainable development of microcosmic, innovation is the basis of individual progress. The application of Film & TV talent to cultivate innovative thinking mode, should guide students to observe, collect in daily life related to the material innovation, through innovative practice efforts to strengthen the training of their innovative thinking, and promote significantly improve the director ability level; students will understand the forward thinking and reverse thinking combine to achieve perfect editing thinking and construction of innovation creation, in general, the customary sense of thinking is a one-way thinking angle slightly narrow, so the combination of reverse and forward thinking becomes increasingly important in directing the creation, organic combination of the two, can not only strengthen the innovation ability of the students, at the same time let the students created works quite high degree of novelty; pay more attention to the students' creative motivation fully aroused, and The cultivation of innovation of editing means optimization, to complete the works of

art or fully innovative programs, in addition to reason and experience, also need to pay attention to the cultivation of students' inspiration and intuition, it must be from real life to complete the material accumulation, based on the application of new editing form, strengthen helpful to improve students' level of quality director and the application ability, which made television programs more novel, so as to meet the specific requirements of creative teaching.

Second, based on the "case law" means to carry out teaching. In view of the current situation, the development of Chinese teaching are teachers in the leading position, the teacher will impart knowledge to students, students for the acceptance of knowledge somewhat passive, long-standing such teaching methods, and in the short term is difficult to achieve a comprehensive change, a lag, influence the study enthusiasm of the students. Film director is launching a course in Colleges and universities, basically by means of class teaching, each class usually has twenty students, relatively close to the foreign class, to carry out the so-called "elite education", based on this, according to the foreign advanced teaching methods for learning. Promote the selection of the world's top universities in Harvard University School of business "case law" teaching methods, to make students' learning enthusiasm is aroused, enhance students' learning efficiency, and obtain good teaching results, application of this kind of teaching mode with the film director of its characteristics is consistent with the. Usually, the classroom learning is generally stays at the theoretical level, to enable students to quickly carry out theoretical knowledge to practical ability and the ability to make the transformation, integration of social requirement, it should be done, in the daily classroom teaching process, according to the classic case of the relative success of the media industry are simulated based on the case analysis and imitation practice, continue to achieve success factors, and through the accumulation of quantitative cause a qualitative change, meet the teaching objectives and requirements, and strive to achieve a positive change in students' passive learning reality. For example, the application of case based on the method, based on some typical cases of complete imitation, explains to the students' creative enthusiasm, self-discipline consciousness obvious enhancement, then the packet mode, students in the class will be divided into different groups, each "case teaching method" in each typical example incomplete told the end, but keep using open teaching outcomes, a question to the students, the students will be discussed in their group, allowing them to go to the library to access relevant information, so that passive learning to active learning and can stimulate students to understand and master some knowledge, for fractional ratio the competition between the groups, the main is to get students involved. However, there are also some problems in the application of the case teaching, therefore need to pay attention to the proper use of it, the main core of case teaching mode is to imitate, advocate of a classic case of imitation, can be regarded as an effective way to help students to success, this should pay attention to avoid loss caused by excessive imitation because continuous innovation spirit, the traditional the meaning of the teaching process by students at the most skill is the imitation, optional case teaching to be more concerned about the students' creative culture, to truly become the case teaching method applied talents training mode of sharp.

Third, based on the practice of application oriented talents training. As everyone knows, practice is the sole criterion for testing truth, because the film director has certain particularity, the need for a lot of work and play the full creation, and then ask the students to realize their own operation through a lot of practice experience. However, in the school, the film director majors generally emphasize the study of theory, study every day basically is in contact with the case, to participate in the activities are relatively limited, but some theoretical knowledge is really feasible through practice in order to determine whether the really useful. Some theories do not agree with the things in a specific environment when it may be more effective than the theoretical means. So, when the knowledge taught to students, also need to pay attention to the students' practice participation in daily homework should be as much as possible for students to leave some practical tasks, let it grow in practice, the rich knowledge and strong practical ability and practical operation level, to cultivate the comprehensive applied talents. Only in this way, the day after can be used for the society, has broad prospects, focusing on its own development director. Practice film director of professional teaching activities students should be able to make the final experimental video or film projects as

the main purpose of teaching, training students' practical ability for expansion, such as the master camera and VCR recording system, master the nonlinear editing system, flexible application and covers After Effects, 3D Max, scene scheduling, program the master layout skills, Split shot script, Program, column planning, writing, etc. In order to achieve this kind of goal, request the school to contact or with some need related personnel's unit to have the contact or the cooperation, so that students can go to these places to practice. The organic combination of theory and practice, colleges and universities should try their best to various types of teaching resources and teaching facilities to provide comprehensive learning resources as much as possible to achieve more actively, through the effective integration of all other resources, lay a good foundation for teaching practice, with the times, multi channel development, improve the optimization of construction time the construction of the system of employment for students, after the road, two measures to actively choose many school system operation and external cooperation.

3. The conclusion

In summary, based on the perspective of education, colleges and universities should build a comprehensive curriculum system for cultivating applied talents to improve the film director, the optimization measures of talent training film director, combining theory and practice, is committed to promoting higher education construction, media industry to achieve sustainable long foot progress, to provide better services to the public.

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