

Computer Multimedia Major “competition method” Import Exploration

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Abstract. The number of students attend The university entrance exam in zhejiang province was reducing, but the Acceptance rates more and more rising since 2008. So the teaching model in college turned from elite to popular, with that bring the result is part students’ study ability grow wrose and wrose, present students have little option in course and professional,lead to generally lack of Enthusiasm, initiative and creativity when study ,the purpose is help students define title of competition in course, through the import of “competition mehtod” ,increase students’ Enthusiasm, initiative and creativity, give back initiative to students, satisfy students’ Personalized need and Sustainable development need,in competition can stimulate their competitive Consciousness, Improve the talent’s training quality and the contribution level to society.

The Necessity of Teaching Reform for Advanced Vocational College Computer Multimedia

Since 2008,the number of students attend college entrance examination in zhejiang province dropped year by year,324122 in 2009,301600 in 2010,as Fig1 shows.The students in higher vocational colleges also reduced,acceptance rate is increased,and the learning ability of students is falling, become a fact. There are better employment environment in wenzhou、 hangzhou and ningbo in zhejiang province rather than other cities,without higher work and living pressure,students no longer keep improving,which become a common problem in vocational colleges. The second reason is that students get less options on courses and majors,that leads to some students have dissatisfaction emotions on their majors,so they lack interest and creativity and positivity on study. The phenomenon presented to us that students in vocational colleges lack interest in theory studying and operational ability in practical.

These years,many countries such as England、 America and India all did teaching reform to adapt to the development of the latest requirements、 keep pace with the times、 training talents meets the needs of the new century.Along with further strengthen and development between our country and foreign’s economic, scientific and cultural exchanges,for the convenience of in line with international standards ,draw lessons from foreign advanced teaching idea and reform experience, the task of cultivating new talents become very urgent,curriculum teaching reform related with computer multimedia has on the agenda,at present, the ministry of education, the provincial education department, colleges have issued the file support teachers for teaching reform,all the teaching mode reform provide the powerful support for us .

Table 1 The number of students in zhejiang province

| Year Classes | 2006 Year | 2007 Year | 2008 Year | 2009 Year | 2010 Year | 2011 Year | 2012 Year | 2013 Year |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| The number of college entrance examination | 352000 | 35313 | 364730 | 324122 | 301600 | 300000 | 315800 | 313000 |
| Fresh graduate | 309333 | 315759 | 324939 | 308798 | 283600 | | | |
| Previous graduate | 42667 | 43554 | 39791 | 15324 | 18000 | | | |

To Explore the Teaching Ideas by Import Competition

The common teaching reform contents are lead programs、 butt joint companies and practice in school,but examples for leading “competition” into courses,there are less related articles according to

CNKI、wanfang database and related libraries abroad,it seems that only in sports classes there are competitions leading to training. The “competition” method keep good freshness,even it is not the main teaching reform method combine learning with working, according to the design major’s characters there are some advantages such as more competitions、tight connection between computer multimedia courses and complete works,we just shall lead competitions into courses and arrange the time of studying theory and taking competitions, like the old saying:practice is the only means to check truth!

Now there are sixteen college science and technology competitions program holding by education department in zhejiang province, like Fig. 1 shows

| | | | |
|--|--|---------------------------------|--|
| There are sixteen big zhejiang province college science events programs hold by zhejiang province,programs shows like: | | | |
| Accounting information competition | Programing design competition | Electronic business competition | Electronic design competition |
| Multi-media design competition | Structure design competition | Machine design competition | Teachers teaching skills competition |
| mathematical modeling competition | Life science competition | Industry design competition | English speech competition(college),practicing english spoken language competition(junior college) |
| Electronic products design and manufacture、 product modeling design and rapid prototyping | Numerical control machine tool equipment debugging and maintenance | medical | Spoken english |

Figure 1. Competitions in zhejiang province

Every mega game divided into several small programs,industry design(product appearance、 packaging design) and multi-media design(graphic design) competitions are conform to our major. The topic of industry design published among April to June,submit time is September or October. Multi-media design’s topic time among April to June,submit time is October,and it matches with computer multi-media major’s graphic design and practice courses in school,we could just start our competition program after the preliminary courses.

According to the current statistics there are more than hundreds of plane design competitions every year, part competitions as Fig. 2 shows.

| There are more than 126 graphic design competitions among domestic design contests every year according to statistics, and more little events shows like that: | | | |
|--|--|----------------------------|--|
| Race name | Host unit | beginning and ending time | Award |
| Nationwide ITAT graphic design competition | Educational department information arrangement central | April-October | Trophy |
| (mountain Kun)China packaging print creativity competition | China print technical association、 mountain Kun economic technical developing zone(Nationally) | October-February next year | honor certificates 30000RMB to 10000RMB |
| National college design prize and ZhangJiangGan visional design competition | College arts design major teaching political instructor meet | May-October | Trophy and award certificate 200RMB to 5000RMB |
| National red tourism topic art design competition | The Communist Party of China Hebei provincial party committee propaganda department | April-October | certificate of merit |
| JINDai qiang design award | Sponsoring institution :Ljiacheng foundation | July -October | honor certificates 10000RMB to 15000RMB |

| | | | |
|--|---|-----------------------------|--|
| National red tourism topic art design competition | The Communist Party of China Hebei provincial party committee propaganda department | April-October | Trophy |
| National graphic design competition | CDA、 Chengdu academy gallery | September-December | Award Trophy |
| NEW FORM international graphic design Invitation exhibition | China's diplomatic relations between the French | August-January next year | honor certificates |
| College packaging design competition | Wuhan college | February-September | Award Trophy |
| HaiNing China leather city cup China highway advertisement competition | CHTS | September-January next year | honor certificates、 award 2000RMB-10000RMB |
| Platinum image national college graphic design competition | China Academy of Art | April-October | honor certificates 10000RMB-15000RMB |

Figure 2. Part graphic design competitions nationwide

To develop an open dialogue, let the students themselves act as actors, play the role of guest and act the dialogue. We can also make an open imagine way for the title, let the students give full play to their imagination, using professional competition knowledge will express their ideas, we can give points to teams with reasonable ending and innovation thinking, teachers can also take the way of playing games to strengthen the students' professional knowledge learning. Through groups' solidarity cooperation can increase the degree of tacit understanding between the students, let them learn from each other and supplement utility, so as to achieve the purpose of improve the teaching quality and teaching efficiency.

In the process of game, in addition to the teacher act as the judges, students should also be involved in the scoring link, we can choose commentators from each group to participate in the marking activities, each team leader supervises fairness of every group's score mutually, this not only can reduce the work intensity of teachers in the preliminary contest score activity, and students can exercise powers of observation judgment and ability of learning by themselves. All game score should be announced to the class under the supervision of the teacher team leader, to give full expression to the fairness of the game, enhance students' initiative in the competition.

Advantage of Competition Law Importing to Computer Multimedia Professional

Competition Law and the Advantage of Other Teaching Model. Compared with other work-integrated learning teaching reform modes like project driven, case teaching method, or the environment simulation, competition method has more benefits, it attracts students, as they can not only accomplish task and win the prize or honor, which means improve their professional ability at the same time helpful for finding a job, by importing competition method students win prizes gain confidence, all these improve the comprehensive ability of higher vocational college students.

To Promote the Skill with Competition. Import the competitions through the course can improve the skills of students, to exercise their mastery of knowledge ability blend in course of theoretical knowledge and practical knowledge into the competitions.

To Promote Teaching and Changing by Competition. By analyzing competitions and curriculum research, revising the teaching plan, establish independent practice weeks of comprehensive practice teaching each semester, realize rectify and reform of practice teaching, revision of teaching plan, corrective training courses.

The Steps of Leading into Competition Method as Fig. 3 Shows

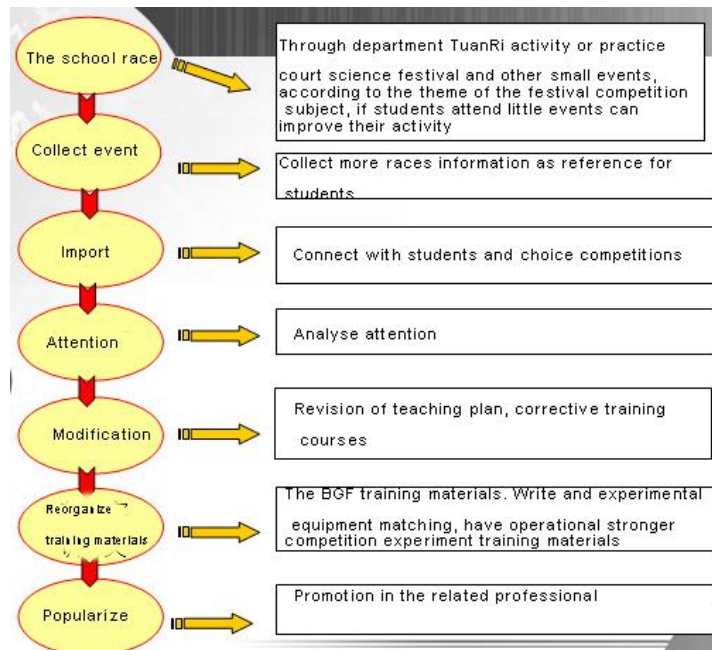


Figure 3. Steps of leading competition into course

Through some practices in small events like department's league Activity and academy's science festival, determine the topic of competition based on the celebrity's topic, with these little events can increase the students' participating technology, and improve the enthusiasm of the competition.

Collect more competition information to let students reference.

Communication with the students to select events.

Analysis like attention problems in events.

Revision teaching plan, corrective training courses.

Corrective training courses. Write competition experiment training materials.

matching experimental equipment, and have operational stronger.

Popularize in the related field.

Conclusion

This teaching method study and reform is a great breakthrough in computer multi-media major practice teaching methods, and good for drive all majors' teaching reform, if these experiments succeed in some vocational colleges, we can make it an example to driven other colleges and universities to follow, this revolution may be an main teaching method in design major.

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