

The Problems and Solutions in Chinese Digital Media Art Talents

Cultivation

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Abstract: The educational reform is necessary in the teaching process of current digital media art talents training. We should pay attention to the problems that exists in the digital media art education. Make the right course orientation and change the teaching modules. The reform must be closely combined with market demand for digital media art talents. The innovative and high-end digital media art talents with comprehensive occupational ability are more acceptable.

Keywords: digital media art; teaching mode; problem; solution.

1. AN OVERVIEW OF CHINESE DIGITAL MEDIA ART EDUCATION

Nowadays, along with the development of social economy, Digital Media Art has become more and more popular in China as a new specialty. The development of video advertising, animation and computer games increases the demand for digital media art talents. A new group composed of digital media art design talents has been more favored by large companies in China. More and more young graduates are attracted to be engaged in the digital media art design field. Digital medial art, as a multi-disciplinary subject, is a combination of technology and art, and can be applied in many social fields. This subject is involved with science and technology, communication, art and design as well as other disciplines and is also related to a wide range of applications in various fields. The high-speed development of digital media art and great demand for the art talents help the colleges and universities throughout the country provide the specialty of digital media art for students [1]. However, along with the fast development of this specialty, some problems existing in digital media art education can't be neglected.

2. PROBLEMS EXISTED IN THE CURRENT DIGITAL MEDIA ART EDUCATION

2.1 Ambiguous specialty orientation in setting curriculum system

Although some universities and colleges have made some achievements in adventurous attempts and reforms of curriculum structure, curriculum provision, teaching methods and other aspects, the digital media art education is still lack of theoretical basis and creative inspiration in the practical teaching because the theoretical accumulation is not enough in China. Currently, when specialties of digital media arts are set, more attention is paid to computer operation instead of cultivating art and aesthetics and laying solid artistic theory. Actually, when setting the professional goals of digital medial art, students' knowledge structure and ability cultivation should be given more concern. With definite professional goals, curriculum system can be set and the practical training can also be improved. Digital media art training needs deep theoretical knowledge of related subjects for creation because this specialty is a comprehensive subject which is involved with art and technology [2]. However, many colleges and universities pay more attention to the software learning and operation. Due to this, the digital media art courses become software courses while the theoretical courses become less important. If it continues like this, the graduates can only be a computer operator with no creative thinking and ideas. Their development will be greatly limited. Therefore, Chinese digital media art specialty should have a clear idea: definite orientation, multi-discipline and focus highlight.

2.2 Improvement of professional faculty

The formation of professional faculty in colleges and universities is a big problem in China. Since the digital media art is a new subject, the professors mostly received traditional art training or science education. Some of them are newly exposed to “New Media Art”. They have little idea about the subject and can't provide satisfying teaching practice for students to meet the requirement for talents cultivation in the modern information society. For this reason, the digital media art education can't play an active role in cultivating applied talents with innovative thinking, independent analysis and problem-solving ability.

2.3 Improvement of teaching contents and teaching methods

The digital media arts needs to break through the traditional art teaching mode in the teaching contents and teaching methods as a multi-discipline of art and science. The teaching plan and contents should be changed and revised according to the specialty feature to achieve the balanced development of art and science. As for the teaching methods, innovative attempts are encouraged. Combination of specialty feature and students' quality and flexible teaching modes are more acceptable for students.

2.4 Disjunction of talents cultivation and social market

Currently, there is a great demand for digital media art designers in society. However, most of the graduates can't find a suitable position in the working field. There are numerous reasons for this problem. On the one hand, the college education can't meet the requirements of social development because of poor curriculum provision, specialty and practical applicability. On

the other hand, what students have learned falls behind the society, and their ability of practice and innovative ability are not qualified [3]. To wipe out the obstacles, the cultivation of artistic thought and concept in the teaching process should be mainly focused so that the digital media art education can develop better and better.

3. SOLUTIONS OF CHINESE DIGITAL MEDIA ART EDUCATION

First of all, having a clear understanding about the existed problems is very important. Applications of digital technology in art design can be classified into three aspects. (1) Computer-aided art design; (2) New digital media art and design, including network, multi-media, electronic products, animation, video games, etc; (3) Digital technology is just a supplementary means when non-commercial digital art is applied in graphic design and environmental design while it serves as a carrier and form of mass media or a craft and creation means in terms of advertisements and news. (4) Along with the fast development of digital technology, digital media design becomes a new subject combined with art. Compared with other art subjects, it's more practical, and accords with the demand of the time. A new understanding and thinking about the digital media art is appreciated [4]. The old recognition on art can't meet the demand of the market, nor can it conform to the scientific development. As a result, having a proper understanding about new media art and its related fields is critical to the development of the digital media art.

Besides, the reform of teaching module. The teaching module of the digital media art can be divided into two parts. One is art theory module, the other is computer software module. Two modules are different from each other but at the same time, they are connected to each other. Artistic theory is critical for students to cultivate humanistic quality and aesthetic accomplishment. It's also the foundation for art works with connotation and profundity. Therefore, in the teaching process, artistic theory, aesthetic accomplishment of the students should be the mainly focus. Students should be taught how to appreciate and analyze the multi-media works in the market. They should mainly analyze the creating process of the art works. When making digital media works, the interactive design between humans and computers must be the first consideration. In the modern society with fast-developed digital media works, the customers pose greater demands on digital media products. The designers should take the customers' demands into consideration to design instead of working blindly. Only the products with people-oriented design can get the trust and support of customers in a short time.

What's more, the reform of enrollment? Most of Chinese colleges and universities only enroll art majors or arts students to study digital media art. Actually, digital media art is a multi-discipline subject. So, students from different subjects are welcomed because they may bring new ideas and thoughts to the teaching process. Considering this, science students should also be enrolled. More creative ideas will be produced if different students can study, discuss, and communicate together.

At last, colleges and universities should support professors to attend more training about digital media courses to improve their understanding and recognition about digital media art. Only in this way, can professors give better lectures to students. At the same time, they should learn more about digital media data and teaching materials to improve the quality of teaching.

4. CONCLUSION

As the traditional media products are replaced by digital media products, the digital media art has also greatly influenced the modern art design. The appearance of digital environment gradually changes people's idea of life and their lifestyle. Besides, it brings new art expressions and languages to the college art design education. In the teaching process of digital media art, the skilled operation of digital media technology software should go along with the learning of art design concept. As professors, they should further explore the reform of digital media art education to adjust the teaching models and plans in time, hoping to bring up more digital media art talents who can meet the requirements of the social development.

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