

# The Promotion of Industry-University-Research Training Mode to the Development of New Media Majors

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## Abstract

As a brand new cultural and creative industry, new media industry integrates traditional art aesthetics and innovation of new technology. In recent years, the form of new media represented by the Internet is increasingly showing the posture of powerful media and continuously showing unprecedented artistic charm. As a result, new media education in domestic colleges and universities is developing gradually. In view of the current situation of the academy of Fine Arts in the early stage of developing the new media major, this paper proposes the cooperative education mode of industry-University-Research institute, which aims to achieve open teaching, integrate school-enterprise resources, build a platform for students, and transform teaching achievements into social achievements.

## Keywords

New media; Production; Research and education.

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## 1. Development status of new media education

Under the influence of new media technology, art design education in colleges and universities has achieved good teaching results. But at the same time, blindly adding disciplines and introducing innovative technologies did not fundamentally improve the quality of teaching. The subject setting, the educator ability training, the teaching equipment and so on cannot fundamentally solve the problem of applying what one has learned. The real problem is the modern art education teaching contradiction, only to improve the cognition of art in the age of new media and learning skills, can be expected only through teaching, so as to truly achieve mastery through a comprehensive study, the training mode of production, is a kind of theory with practice, and to maximize the good way to stimulate the learning enthusiasm of the students.

### 1.1 The domestic status quo

The development history of foreign new media industry is longer than that of China, and the concepts and technologies are relatively new and advanced. Therefore, the development of China's new media industry has been besieged. Domestic new media development awareness of independent research and development is weak, works lack of creativity; Lack of talents in all aspects of creation; The heavy investment burden of enterprises makes it difficult to form a complete industrial chain. Heavy output, light quality, so that the credibility is not high. Chinese scholars on foreign cooperation mode of production, also has the certain research, such as jiangsu and technology en-hua hu, etc on the problems existing in the cooperative innovation in our country and the countermeasures research of production-study-research cooperation is to promote science and technology and economy and one of the very important problems. Analyzed the current our country the five problems of production-study-research cooperation innovation, puts forward four measures to solve the innovation cooperation of production, study hard, and the cooperative education in our country are proposed.

## 1.2 The status quo abroad

The United States, The United Kingdom, Germany, Japan and other countries attach great importance to the research and practice of industry, education and research and have achieved great success. The government sets up special institutions to support the research and development of universities, scientific research institutions and enterprises in commercialization. Relevant researches focus on specific cooperation models, such as the Stanford Industrial Park established in the United States as early as 1951, Cambridge Scientific Instruments In the United Kingdom, and the entrusted research system and joint research system in Japan.

In China, there are relatively few studies on the use of new media in the field of education. Although China's new media industry develops rapidly under the encouragement of national policies and new media education majors in colleges and universities also spring up like mushrooms, most colleges and universities are in the early stage of development. The new media industry also mostly exists in private small and medium-sized enterprises, which face many problems in development. Without great social effect, it is difficult to attract social attention. In addition, the development of new media industry in foreign countries started early. Under heavy pressure, it is an arduous task to make the new media major develop healthily.

## 2. Advantages of industry-University-Research training mode

The new media culture industry is a major closely related to the market. By combining the new media education in colleges and universities with the market, the education mode of industry-University-Research institute can better adjust the talent training structure according to the needs of the market. Integrate school and enterprise resources, rationally optimize allocation and realize resource sharing. Not only for students to create a good practice platform, open teaching method, can be a good teaching results into social productivity.

In the era of digital information, it is even more important for us to accurately grasp the development trend of new media art education. On the one hand, the economic benefits of new media art are considerable, but its artistic aesthetic value is worthy of being recognized by the mainstream. On the other hand, we should also realize that although the creation technique and expression form between new media art and traditional art are different, the meaning of appreciating art will not lose the real value of works due to the type of tools. Therefore, the purpose of art teaching in colleges and universities is to shape students' art self-restraint, flexibly use the facilities of new media technology on the basis of grasping and understanding the theoretical study, and boldly create compound talents with creativity and imagination.

### 2.1 The organic combination of art and technology

New media technology has brought historic innovation to the creation of traditional art. The application of science and technology has promoted and spread in a larger field and reduced unnecessary modifications and mistakes. However, it is also because of the convenience of new media technology that many colleges and universities focus on the enhancement of technical ability in the cultivation of art education. Although students have strong practical ability, their artistic cultivation is not equal to their excellent technical ability. The creation foundation of any art depends on the creator's own creative inspiration, artistic aesthetic concept and traditional artistic culture, and new media technology is the final means of learning. A talent with profound artistic foundation can be affirmed by the market, and give play to the greatest economic value. No matter how good the technology is, it also needs the evaluation and consideration of aesthetic art. The study of art theory, but also have practical ability of technical operation; Only through the organic combination and complementary advantages of art and technology, and the coordination and balance between them, can we get rid of the current predicament of "emphasizing art and technology" in new media art education.

## 2.2 The basic equipment of teachers

The particularity of new media art education is mainly reflected in the integration of multiple disciplines and majors. The learning content involves computer technology, art, communication, sociology, philosophy and science, etc. Therefore, the cultivation of interdisciplinary talents is also further testing the level of teachers. The integration of art and technology reflects the comprehensive quality requirements of a professional teacher. Teachers should not only have a deep artistic foundation, but also be able to skillfully use new media technology. Therefore, colleges and universities can invite outstanding art scholars or teachers in this field to give relevant professional assistance and academic speeches. At the same time, in order to adapt to the increasingly innovative pace of development in the new media era, a seminar or training mechanism for university teachers can also be set up to urge teachers to strengthen the updating and learning of daily teaching and training.

## 3. Questions to pay attention to

The problems to be paid attention to in the development of new media major in the mode of industry-University-Research education are as follows: First of all, the imparting of knowledge requires teachers to have systematic new media professional knowledge, and educators to have excellent professional competence, which is the first step of knowledge output. The particularity of new media art education is mainly reflected in the integration of multiple disciplines and majors. The learning content involves computer technology, art, communication, sociology, philosophy and science, etc. Therefore, the cultivation of interdisciplinary talents is also further testing the level of teachers. The integration of art and technology reflects the comprehensive quality requirements of a professional teacher. Teachers not only need to have a deep artistic foundation, innovative thinking with The Times, but also be able to skillfully use new media technology. Therefore, colleges and universities can invite outstanding art scholars or teachers in this field to give relevant professional assistance and academic speeches. At the same time, in order to adapt to the increasingly innovative pace of development in the new media era, a seminar or training mechanism for university teachers can also be set up to urge teachers to strengthen the updating and learning of daily teaching and training. Secondly, school-enterprise cooperation inevitably requires excellent enterprises to provide platform space for students. And they should have reasonable and innovative ideas to attract the cooperation of enterprises. Enterprises are the closest place to the market and the destination of most students' output. The nature of the enterprise's work, management system and systematic operation will provide students with knowledge that is hard to get access to in school. Finally, in the teaching process of school-enterprise cooperation, the awareness of independent research and development should be strengthened to create their own brands in cooperation.

Cooperative education mode encourages schools to enter enterprises, integrate and share enterprise resources with university resources, bring enterprise projects into classrooms, and carry out creative planning, research and development and production of products with the help of high-quality talents trained by universities and application-oriented talents of enterprises. This not only reduces the cost of the enterprise but also expands the scale of human resources in the enterprise and explores greater market potential. At the same time, colleges and universities in the teaching process, into the enterprise's standardized production process, college teaching combined with the enterprise's management philosophy, improve students' practical ability and comprehensive quality.

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