

Practical research on the construction of digital art innovation and entrepreneurship education base

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Abstract: *The construction of innovation and entrepreneurship education base is related to the cultivation of innovation and entrepreneurship talents in application-oriented undergraduate colleges. The Application-oriented Undergraduate Colleges and enterprises cooperate to build an innovation and entrepreneurship education base, which ensures the stable and efficient development of practical teaching in Colleges and universities, and is of great significance to the collaborative cultivation of talents by industry, University and research. Constructing the school enterprise joint training mode and promoting the reform of innovation and entrepreneurship teaching curriculum system can comprehensively improve students' innovation and entrepreneurship ability and employability.*

Keywords: *Innovation and entrepreneurship; Base construction; Practical teaching*

Today, with the rapid development of market economy, application-oriented colleges and universities, as the cradle of application-oriented talents training in line with the needs of social and economic development, have been widely recognized by all walks of life. In application-oriented universities, strengthening innovation and entrepreneurship education is the fundamental requirement to promote teaching reform and improve the comprehensive quality of college students. Under the current situation that Chinese college students are generally facing difficulties in employment, all applied undergraduate colleges regard the cultivation of innovative and entrepreneurial talents as their key educational goal. As the main platform carrier for the implementation of education in Colleges and universities, the innovation and entrepreneurship education base is particularly important. It is the main platform for the implementation of innovation education, entrepreneurship teaching, innovation skill training, project research and development, virtual and real innovation. In view of the fact that China is currently in the start-up stage of innovation and entrepreneurship education, and the construction of innovation and entrepreneurship education base is also facing many problems and deficiencies, how to overcome the above problems has become a key issue for the current application-oriented undergraduate schools in promoting the development of innovation and entrepreneurship education. Digital art is a branch of cultural and creative industries, involving virtual reality, multimedia, cartoon animation, online games, 3D animation, digital photography, special effects and many other fields. How to integrate innovation and entrepreneurship education into the training of digital art industry, so as to further meet the urgent demand of the market for the growing number of digital art talents, has become an important topic for the training of digital art talents in application-oriented undergraduate colleges.

1. Objectives and ideas of the construction of digital art innovation and entrepreneurship education base

The ultimate goal of the construction of digital art innovation and entrepreneurship education base is to cultivate students' innovation and entrepreneurship ability, stimulate students' subjective initiative in learning, and effectively integrate innovation and entrepreneurship education into the professional education system based on the construction of digital art professional platform, through school enterprise resource integration, process construction, platform construction, etc., so as to connect practical teaching links with enterprise practice, and improve students' professional quality and innovation and entrepreneurship awareness. Give full play to the positive influence of the enterprise in talent training and curriculum setting, emphasize that starting from the jobs and tasks faced by the digital art specialty, determine the talent training specifications and key working abilities, carry out the curriculum development and construction methods according to the development law of digital art, form a regular new media business research and work analysis mechanism, and actively master the basic information of specialty construction. According to the learning content of digital art, taking the development of

professional core curriculum projects as a breakthrough, grasp the general direction of professional teaching, and build a series of innovation and entrepreneurship education curriculum system. The curriculum implementers should be "double qualified" teachers as far as possible, which can not only provide theoretical teaching, but also provide skill guidance. This requires that the training and construction of teachers' team must form a normal state. During the construction of innovation and entrepreneurship bases, application-oriented universities need to pay attention to the relationship between disciplines and industries, cooperate with relevant enterprises, jointly improve the innovation and entrepreneurship curriculum system, and improve the quality of talent training.

2. Problems in the construction of innovation and entrepreneurship education practice base

2.1. The teaching of practical courses is out of touch with the market

Under the influence of emerging technologies such as the Internet, the development of new media is changing with each passing day. However, the digital art majors in some universities still use the old teaching modes and methods in project training, ignoring the rapid technological development requirements, and fail to connect with the development of global digital art. This also makes some students majoring in digital art unsuccessful in job hunting, their knowledge can not meet the requirements of employers, and it is very difficult to find innovative employment.

2.2. Innovation and entrepreneurship training mechanism needs to be improved

In the process of cultivating innovative and entrepreneurial talents, some colleges and universities have not yet formed a curriculum system that integrates theory and practice, and can not give consideration to the effective combination of theoretical knowledge courses and practical training. First, some colleges and universities ignore the innovation and entrepreneurship education, and take the employment rate as the first educational goal, which makes the talent training not scientific enough; Second, the infrastructure of the school's practical course platform is not sound enough to meet the teaching needs of enterprise course training. It is also difficult for the school to connect theoretical knowledge with the real situation of the enterprise, and the practical experience accumulated by students is meaningless.

2.3. Lack of double qualified teachers

Teachers in Applied Undergraduate Colleges live in the school environment for a long time, lack in-depth understanding of relevant industries, do not understand new industry knowledge and skills, only pay attention to explaining textbook knowledge to students, ignore the cultivation of students' practical ability and innovation ability, and fail to provide scientific and effective guidance for students' in-school practical training.

2.4. Problems in school enterprise cooperation

Most application-oriented universities have adopted the mode of school enterprise cooperation to establish off campus practice bases, but the organizational structure is relatively loose, there is no standardized curriculum system and teaching system, and the students' practice and training content is highly random. In addition, because some enterprises do not have the awareness of scientific development, many private enterprises ignore the talent reserve work, only pay attention to the immediate interests, and do not have the training work. In this case, the school enterprise cooperation between colleges and enterprises has not been deepened. Only capital cooperation can not touch the talent level.

3. Contents of the construction of digital art innovation and entrepreneurship education base

3.1. School enterprise co construction course to cultivate students' innovation and entrepreneurship ability

Strengthen the design of basic teaching and professional courses, further strengthen practical courses, and adopt adjustment, adaptation, addition, integration and other means to integrate, so as to form an optimized structural framework for the overall coordination of professional courses and basic teaching, traditional courses and emerging courses, professional courses and cross courses, and further highlight

advantages in practical courses, curriculum system reform and other fields, It has gradually established a teaching framework that gives consideration to both theory and practice, and gradually improved the design of basic teaching units. At the same time, based on the requirements for the cultivation of innovative and entrepreneurial talents, it encourages and guides graduates to practice and train in the base from the lower grade. Through such project design, three purposes have been achieved: (1) the requirements of joint construction and training between schools and enterprises have been highlighted; (2) Students complete the professional core courses in the process of productive practice to improve the teaching level; (3) The innovation and entrepreneurship education will be incorporated into the professional teaching system through the cooperation and co construction platform.

3.2. Construction of school practice base

The teaching of digital media art in the application field of new technology must develop to a high, precise and advanced mode, and be in line with the requirements of the industry. The birth of each innovative technology will have a far-reaching impact on the industry and the whole education system of talent training. The school's on campus practice platform is the main place for students to master professional knowledge. By integrating school resources and according to the professional direction and industry development trend of digital art division, a studio course group model is established, a course cluster is formed based on the framework of workshops, and a network platform of course knowledge is established to connect and distribute each other, so as to complete the construction of the on campus practice platform, Integrate teachers' teaching and students' learning practice, and exercise students' practical ability and creative thinking.

Each workshop in the campus practice platform is characterized by case education, has its own research direction, and emphasizes the cross penetration between disciplines, making it cohesive, open, interactive and selective. In the process of practical teaching, the knowledge stages of learners and studios are divided into three levels: (1) Basic quality knowledge based on professional knowledge environment; (2) Mainly through the professional course teaching based on the project process, complete the practical training of professional quality, post ability and professional skills; 3. It is mainly through the training of professional knowledge and practical skills under the project driven "studio" system to improve learners' professional awareness and innovation and entrepreneurship skills. This form is conducive to students' clear direction in practice, enrich and improve knowledge and skills.

3.3. Construction of off campus practice base

By integrating the existing school enterprise cooperation platform, a practical curriculum system is gradually formed, which takes the actual work projects of the enterprise as the carrier and organizes the teaching content according to the enterprise workflow. College teachers and enterprise experts work together to conduct job analysis, and set up practical teaching modules according to the ability composition and professional norms of highly skilled personnel in the digital art industry.

Through various forms of school enterprise cooperation training, the company's technical personnel and professional teachers in the school have developed teaching plans and internship plans for the core courses of Digital Art (3D character animation, 3D scene design, post special effects, etc.) combined with the actual business projects of the enterprise to jointly train students. Schools and enterprises have achieved joint talent education, risk management, responsibility sharing and achievement sharing.

4. Strategies for the construction of digital art innovation and entrepreneurship education practice base

4.1. Constructing the curriculum system of innovation and entrepreneurship base

Innovation and entrepreneurship education should be placed in the broad vision of quality education and professional teaching. With the basic idea of cultivating students' innovation and dedication spirit, social practice ability and entrepreneurship dedication spirit, we should further reform and improve the innovation and entrepreneurship education curriculum system, give consideration to both schools and enterprises, invite relevant personnel of enterprises to participate in the whole process, and implement it in the whole process of education and teaching in Colleges and universities. At the same time, it integrates general education teaching, professional courses and all links of the whole education and teaching. The innovation and entrepreneurship education course should be included in the regular teaching of colleges

and universities, and the course orientation, course content, teaching methods and other aspects should be clear, so as to ensure the effectiveness and coverage of the innovation and entrepreneurship training of college students. At the same time, the teaching of school enterprise cooperation will focus on the rational use of digital art technology, so as to fully cultivate the adaptability to China's social environment and economic development needs under the background of "Internet +", improve the height and breadth of learners' thinking, cultivate learners' thinking methods of extensive contact, and improve students' innovation awareness and creativity.

4.2. Connect with enterprise cases and cultivate students' initiative innovation consciousness

Guide the teachers to infiltrate the innovation and entrepreneurship cases of enterprises in the region into the teaching content as teaching cases, so as to enable students to form innovation interest from the subconscious level, so as to guide students to understand the development process of enterprise innovation and entrepreneurship in an all-round way. Through vigorously publicizing the national policies to support college students' innovation and entrepreneurship, school and enterprise personnel provide the school with funds, policies and other help in entrepreneurship guidance, so as to improve the students' innovation and entrepreneurship ability, overcome their fear, and boldly participate in the innovation and entrepreneurship practice.

4.3. The cultivation of double qualified teachers

Based on the national innovation and entrepreneurship education curriculum system, we will focus on training teachers with professional level and strong pertinence. For existing teachers, through various forms of research activities or temporary training in enterprises, to improve the level of teaching team; In view of the objective reality, we should adopt various methods to complement the advantages of colleges, companies and individuals, so as to obtain more dual teacher resources from enterprises and professional posts; When building a "complementary" double division team, the incentive mechanism formed should keep pace with the times, form a dynamic balance and development, the incentive mechanism design should be predictable for the future, and the rules should also be set with corresponding flexibility and room for adjustment.

4.4. Add innovation and entrepreneurship base practice project

Relying on the innovation and entrepreneurship platform, carry out or carry out various forms of practical projects. For example, by employing famous alumni in entrepreneurship or experts and scholars in innovation and entrepreneurship to carry out teaching activities in the field of innovation and entrepreneurship, students can learn innovation and entrepreneurship experience, master innovation and entrepreneurship methods and technologies, and inspire their innovation and entrepreneurship thinking, so as to put it into practice; Second, guide students to go out of the classroom and into the society, enter the mature maker space and technology entrepreneurship platform, receive short-term training and exchange learning, and personally feel the innovation and entrepreneurship environment; Third, give full play to the advantages of school enterprise cooperation, carry out more innovation and entrepreneurship competitions, and mobilize the participation enthusiasm of teachers and students in the competition.

4.5. Improve the management mechanism of innovation and Entrepreneurship Education

Innovation and entrepreneurship education is a long-term systematic project, which requires the joint cooperation of the government, society, schools, enterprises and families. As the main platform of innovation and entrepreneurship education, application-oriented colleges and universities must improve the operation mechanism, management system arrangement and supervision mechanism.

5. Conclusion

To sum up, based on the background of the integrated development of industry and education, the establishment of innovation and Entrepreneurship Talent Training mode is related to China's economic prosperity and development, the transformation of national and local economy and society, and the sustainable development of students. Therefore, application-oriented universities should have a clearer understanding of the development opportunities provided by the construction of innovation and entrepreneurship bases for talent training, analyze the current situation and defects of university talent

training mechanism, and actively explore and establish a more scientific and reasonable innovation and Entrepreneurship Talent Training mode. Specifically, it is necessary to take measures such as optimizing the talent training system of colleges and universities, expanding the teaching staff, docking cultural cases of famous enterprises, and establishing a supporting platform for enterprise technological innovation, so as to provide quality assurance for the training of talents in Application-oriented Undergraduate Colleges and universities, and output more innovative and entrepreneurial talents with high comprehensive ability.

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