

Research on the Innovative Cultivation Mechanism of Internationalised Artistic Talents in the Context of the Digital Era

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Abstract: The arrival of the digital era has had a great impact on education, and the development and reform of internationalised art talent education has faced greater challenges and derived new opportunities. Taking the characteristics of art design colleges and universities in cultivating international art talents in the digital era as a starting point, we focus on the integration of emerging technologies and art education, cross-cultural art training, interdisciplinary combination of art design and engineering practice, etc., to study the innovative cultivation mechanism of international art talents in the digital era, and formulate multi-dimensional strategies and measures to accelerate the internationalisation of art and design talents cultivation. The process of internationalisation of art and design talents training will be accelerated.

Keywords: Digital era; Internationalised art talents; Art and design education; Training mechanism

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On 30 November 2022, the US artificial intelligence research laboratory OpenAI has launched a new artificial intelligence technology driven by natural language processing tool, ChatGPT, has brought a huge impact on various industries and ushered in another peak of the digital era. Chinese higher education will also pay more attention to the reform of teaching methods and the integration of teaching resources to ensure the quality of teaching in the digital era. And art and design education in colleges and universities, as the forefront of cultivating new comprehensive art talents for modernisation undertakings, has special social and ethical values and great responsibilities. Under the premise that digital technology is widely used in art and design, the cultivation of globalised art talents is facing an unprecedented test. How to achieve the cultivation of globalised art talents in the context of the digital era, and what kind of impact and change it will have on the cultivation of globalised art talents are the main focuses of the discussion nowadays. As top-level design constructors, institutions of higher education should pay great attention to the problems and opportunities facing art and design teaching in the context of the digital era, and study the innovative cultivation mechanism of internationalised art talents in the digital era in the path of future exploration.

1. Realising the deep integration of the new generation of information and communication technologies with the field of arts education

In the context of the digital era, new media, AI and other technologies have had a profound impact on art and design education, which requires colleges and universities to correctly face the impact of digitisation and explore new educational models in order

to establish a more viable teaching and training mechanism. Big data, cloud computing, artificial intelligence, VR technology and other increasingly high-speed innovation and development of modern new network information and communication technology will accelerate the deep cross-fertilisation of multiple fields of education and training, and also demonstrates a new trend in education, namely online and virtualisation.

1.1 Artistic Intelligence and Virtualisation Technologies Combined for Art Teaching Innovation

Among the technologies presented by the digital transformation, Artificial Intelligence and virtualisation are among those that have had the greatest impact on social and productive relations in a number of areas such as finance, retail, mobility, health and education . Professionals in the field of technology and education have started to shape pedagogical technology tools to create and optimise virtual teaching and learning environments, with a deep integration of technological breakthroughs in Artificial Intelligence in conjunction with virtualisation technologies to provide stronger technological support for modern teaching and learning. Innovative models of teaching and learning in the arts that combine artificial intelligence and virtualisation technologies contribute to a better understanding of the combination of technologies in virtual learning environments. The penetration of technology into the teaching and learning environment, especially artificial intelligence and virtualisation, produces a process of continuous innovation and development, which is of great significance in improving the learning effectiveness of art and design students, enriching the teaching methods of teachers, improving the art teaching environment, improving the art teaching methods, and perfecting the form of art teaching evaluation.

1.2 Virtual Reality Fusion Meta-Cosmos System for Enhanced Distance Arts Education

Driven by the demands of the digital age, information and communication technologies are used to support and promote the steady development of public and higher education. Therefore, we propose a pedagogical model that incorporates virtual reality and meta-universe methods into the classroom, with the aim of presenting artistic knowledge in a more intuitive way to achieve the desired artistic pedagogical results or teaching objectives, in order to compensate for the shortcomings of the existing educational model of art practice at a distance. Interaction in the metaverse presents a shift from traditional environments to character-scene interaction relationships in virtual worlds, and when combined with communication and presentation functions, metaverse interaction provides more technical support than current non-metaverse collaboration techniques .

2. The Basic Path to Build Internationalised Art Talents' Cross-cultural Communication Ability Cultivation

2.1 Cultural and environmental influences on design education

Culture determines people's way of thinking and behaviour. Design education should be based on local culture, and at the same time, it should also consider the cross-cultural influence brought by the trend of economic internationalisation . Under the trend of globalisation, the traditional mode of training art and design professionals has been difficult to adapt to the requirements of the era of economic globalisation and internationalisation of education. Design colleges and universities need to create a more diverse way for students to participate in international learning and co-operation, by raising art and design students' cross-cultural awareness and actively participating in international learning in order to understand the inherent differences between cultures. Design colleges should focus on supporting design education with the aid of historical, cultural and artistic environments in order to help students develop independent thinking, enhance their aesthetic and expressive abilities, and build cultural self-confidence.

2.2 The intrinsic drive of intercultural competence for the sustainable development of internationalised art and design

Intercultural scholars have proposed various definitions of intercultural competence. One of the most cited definitions is that intercultural competence is "the ability to communicate effectively and appropriately in intercultural situations based on one's intercultural knowledge, skills and attitudes" . The basic foundation of intercultural competence consists of the necessary attitudes at the level of knowledge and understanding, covering cultural self-awareness, deep understanding and knowledge of culture, culturally specific information and sociolinguistic awareness.

3. Interdisciplinary Cultivation Model of Art and Design Combined with Engineering Practice Education

3.1 The current situation of art design and engineering practice education

In the tide of change in higher education advancing, applied colleges and universities need to implement the three main basic concepts in the scientific outlook on development, strengthen the disciplinary links, improve the construction of professional

infrastructure, and enhance the professional standard of applied schooling talents with the perspective of development in different eras and the new perspective of the overall development of the society. Most art and design education at home and abroad starts from art theory education.

3.2 Innovative Applications of Integrated Education in Art Design and Engineering Practice

Under the constant impact of digital technology, with the deepening of art education reform, more creative teaching thinking and teaching methods are integrated into the art and design teaching classroom in colleges and universities. In order to export interdisciplinary talents to society, the combination of the new engineering background and the widely used STEAM concept has become an inevitable trend for colleges and universities to adopt an interdisciplinary teaching mode. The reform and innovation of the teaching concept of art majors in colleges and universities also need to pay attention to art teaching practice, in these rich social art education practice activities, art and design students gradually mastered a variety of professional knowledge and skills and practical skills in art and design, so that they can also be further in the wider and deeper social art education practice activities, to comprehensively improve their own professional qualities.

4. Conclusion

Firstly, with the acceleration of globalisation, the internationalisation of higher education has become a common development trend of famous universities around the world. It is of great practical significance for domestic universities to learn from the mature experience of some famous international universities in the cultivation of internationalised art and design talents, to strengthen the close exchanges and co-operation among international schools, and to build an internationalised art talent cultivation mode that suits their own characteristics on this basis.

Secondly, although the process of internationalised art talents cultivation will be affected in the digital era, under the background of “Double First Class” and “One Belt and One Road”, combining with the country’s brand-new form of development and social demand, it builds a realistic foundation for the internationalisation process of art and design talents. The reality of the process of internationalisation of art and design talents is constructed.

Thirdly, the establishment of a new internationalised art and design talent cultivation mode is conducive to the enhancement of China’s cultural soft power, and is also conducive to the dissemination and promotion of Chinese language and cultural methods, which plays a very important role in enhancing China’s cultural soft power. In the digital era, we should be based on multiple dimensions and formulate diversified and detailed strategies and measures to accelerate the internationalisation process of art and design talent training.

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