

Discussion on the Characteristics and Innovation of Graduation Project of Radio and TV Director Major

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Abstract : Under the background of innovation and entrepreneurship, in order to cultivate more professional talents of radio and television editing and directing and meet the needs of social posts, we need to pay attention to the innovation and reform of students' graduation design. Based on this, this paper analyzes the problems existing in the graduation design of radio and TV director major, and puts forward the innovation path for reference.

Keywords : Radio and Television Director; Graduation; Characteristics Innovation

The course of radio and television director has the characteristics of practicality and practicability. The graduation project is the transition from the students' graduation to the society. The biggest difference between it and other professional courses is that it pays more attention to the process of operation, and requires the cooperation between teachers and students to complete the design task in a period of time, so as to achieve the effect of teaching integration. With the emergence of all kinds of media platforms, great changes have taken place in radio and television media platforms, and the problems in the original graduation design of editing and directing work have gradually emerged, which urgently needs to adopt effective measures for innovation.

1. Problems in graduation project of radio and TV director

1.1 Repetitive themes and lack of innovation

According to the survey: in the graduation design, many students' graduation design is more casual and lack of innovation. For the more common micro film, most of its subjects are about campus love and other related content, the plot is the same, and did not come out of thinking inertia. Although some students want to find new breakthroughs and pursue the novelty of the story, because of limited professional knowledge, less life experience and lack of literary literacy, they usually use stimulating pictures to attract attention, which makes the works distorted and unable to directly hit people's hearts^[1]. In addition, in the students' graduation design, there are still some problems that are easy to be ignored. In fact, in the creation of film and television works, adding and deleting is the normal process, and it is also the process that the students of this major have to go through. For the graduation project, colleges and universities have also prepared this procedure. For example, in the thesis defense, the instructor will give evaluation and put forward suggestions for correction. But some opinions given by instructors are often ignored by students, not to mention the re-creation of works. The reason for this problem is that after entering the internship, they have their own things to do every day, and have enough time and energy to view and modify the works. Therefore, even if the students receive feedback information, they will not spend too much time to improve, resulting in incomplete graduation design and incomplete understanding of the creation process^[2].

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1. 2 The teaching mode is too theoretical and the knowledge barrier restricts the overall guidance

Graduation design is different from thesis guidance, it is more practical, and the use of thesis guidance cannot achieve a good effect. From the perspective of faculty structure in colleges and universities, there are more research-oriented teachers and less teaching with rich practical experience. Most of the teachers come from media industry transfer personnel or college graduates. The unreasonable faculty structure makes the teaching content too theoretical. For the problems encountered in practice, teachers cannot give targeted guidance. In addition, the development speed of the media industry is very fast. Even if the teachers have rich practical experience, if they can't keep the attention of the industry and update the teaching ideas, methods and contents in time, they will be complacent and unable to provide targeted guidance to students^[3]. In addition, the existing graduation design guidance is usually tutorial system, with a professional teacher guiding the whole team to create. The most prominent problem is that the knowledge barrier of a single teacher constrains the overall guidance and affects the guidance effect. Because like film and television works, its creation process needs to be divided into several stages, and the tasks of each stage are also different. For fictional works, in the early stage, topic selection planning and creative design should be carried out; in the middle stage, photography and recording should be carried out; in the later stage, editing should be carried out. Each stage has corresponding requirements and skills. After all, teachers' professional knowledge is limited. Maybe they know a lot about screen writers and photography. If in the process of students' graduation design guidance, in order to save trouble and do not ensure sufficient allocation of teachers in each stage, they cannot provide more efficient guidance to students^[4].

1. 3 Lacking of school management

Generally speaking, the graduation design is self-evaluation by the instructor, comprehensive defense and comprehensive scoring by the instructor. This method is efficient and accurate, but in fact it is more arbitrary. Among them, the main problem is that the evaluation standard is not unified. In the defense, the teacher scores according to the students' works and the status of questioning and answering. There are no detailed rules to refer to, and no clear stipulation on the score level. At the same time, the management of graduation project in colleges and universities usually applies the thesis management mode, and the assessment is only in regular script and reply. But for the graduation project, it involves more content, its complexity is far more than the thesis, and the management must be more detailed. But from the current situation, there are still some problems to be solved.

2. Characteristics and innovation of graduation project of radio and television editing and directing

2. 1 Innovating the form of graduation design, scientifically setting the direction of graduation design creation

The traditional radio and television editing and directing majors investigate the students by writing graduation thesis, which is not suitable for the media industry's requirements for professionals with rich practical experience, high quality and strong adaptability. Therefore, the major of radio and television director needs to innovate the form of graduation design. The focus of graduation design should be on the creation of video works, including the planning of early content, mid-term photography, late editing and other work. At the same time, the whole process of graduation design should be accurately recorded, and the creation practice should be systematically analyzed and evaluated. Graduation project should integrate video creation, design description and other contents. At the beginning of the graduation project, there are many problems. In order to ensure the professionalism of the graduation project, students should write a thesis after creating their works, and integrate theory with practice. In addition, because there are many kinds of graduation design works of radio and television editing and directing, including documentary works, literary works and so on, students can choose the corresponding creative direction according to their own actual situation.

2. 2 Exploring the mode of students' mutual assistance and cooperation and double qualified teachers' guidance to improve the quality of graduation design

Graduation project covers a lot of content, it takes a lot of time to complete by one person alone, and it is also very difficult. Therefore, teachers can encourage students to cooperate, divide labor and work in teams. For the tasks completed by cooperation, members of the group need to participate in the design of the scheme and assign the tasks to be completed by each member. In addition, in order to comprehensively improve the quality of graduation design, the radio and television editing and directing major

needs to introduce more professional industry tutors, and the tutors of the same school cooperate to guide the students to carry out the graduation design. The excellent professional knowledge of the instructors in the school can control the trend of discipline development more effectively. The instructors in the industry have rich practical experience and have more sharp insight into the development trend of the media market. Doublequalified teacher cooperation can maximize their advantages and ensure the quality of graduation design. In the process of assessment, we can also establish a double division defense team to complete the students' defense assessment. In this way, students' graduation design level and ability can be improved ^[5].

2. 3 Attaching importance to the quality management of graduation design, ensuring the standardization of graduation design

In order to innovate the graduation project, it is necessary to update and improve the management regulations and schemes of the graduation project of radio and television editing and directing major, make clear regulations on the topic selection, creative content, instructor, defense and other work of the graduation project, and make requirements, as well as comprehensively analyze and evaluate the design work according to the quality report, so as to realize the supervision of the whole process of the graduation project. At the same time, the relevant instructors need to develop a guidance schedule to clarify the guidance objectives, contents and time of each stage. Judging the quality standard of students' graduation thesis or works is no longer limited to whether they have a high theoretical level, more importantly, whether they have practicability, whether they can solve practical problems, whether they have the ability of time creation, etc. In addition, we can also let the media or enterprises and institutions participate in the process of students' graduation design quality evaluation to establish an evaluation system with comprehensive quality level as the core.

3. Conclusion

In a word, graduation design is a comprehensive reflection of students' professional learning knowledge and skills, and a part of the teaching reform in colleges and universities. In order to improve the quality of graduation design, we need to innovate the form of graduation design, scientifically set the direction of graduation design creation, explore the mode of students' mutual cooperation and double qualified teachers' guidance to improve the quality of graduation design, attach importance to the quality management of graduation design, and ensure the standardization of graduation design work, in order to constantly improve students' innovation ability and level. In this way, we can cultivate more high-quality radio and television directors for the society.

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