

# Cultivation and Innovation of Creative Talents in Colleges and Universities Under the Background of Cultural and Creative Industry

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**Abstract:** With the rise of cultural and creative industries, enterprises have an increasing demand for talents. The main position of talent training is colleges and universities. Therefore, how to cultivate creative talents in colleges and universities has become a more concerned issue in the society. However, due to the heavy influence of traditional teaching methods in colleges and universities, the innovation of teaching methods is insufficient; Hardware facilities can not keep up with the needs of students, which all affect the cultivation of creative talents. This paper will put forward some suggestions on how to cultivate creative talents in colleges and universities under the background of cultural and creative industry.

**Keywords:** Cultural and Creative Industry; Creative Talents in Colleges and Universities; Cultivate Innovation

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## 1. Introduction

The cultivation of talents is related to the progress of society, especially in the context of cultural and creative industries. The demand for talents is further increased, which also brings new challenges to the talent cultivation work of colleges and universities. Creative talent training and innovation in colleges and universities can provide students with the most basic survival skills, which is conducive to students' future work and life. And this work can provide talents for enterprises and promote the development of social economy. Therefore, colleges and universities should comply with the development of the times, combine the requirements of cultural and creative industries, and innovate the teaching means of the school to carry out the innovative work of cultivating creative talents.

## 2. The current situation of creative talent training in colleges and universities

### 2.1 Influenced by traditional teaching methods, the teaching methods are not innovative enough

Most of the traditional teaching methods adopt the way that teachers give lectures and students listen to lectures, which leads to students' low interest in learning, students' low participation in the classroom, and the learning of basic knowledge is not solid enough, which affects students' practical application in the future. In China, the management of college students is relatively loose and there is more free time, which leads to students' easy to ignore the importance of learning. In the traditional college classroom, it is not difficult to find that many students are playing mobile phones with their heads down, or skipping classes, sleeping and so on. If students don't listen carefully during class, how can they become creative talents? The main reason for this phenomenon is that the classroom is not very attractive to students, so students can't concentrate in the classroom. Teachers' attitude towards teaching tasks is not serious enough. In class, they only teach the dead knowledge in books to students. The expansibility and extensibility of the classroom are not high, and the teaching method is relatively rigid, which reduces the learning effect of students.

## **2.2 Lack of hardware facilities, college students can not give full play**

The way of education in colleges and universities is different from that in primary and secondary schools. In the teaching of colleges and universities, we pay more attention to the cultivation of students' ability. In the teaching of primary and secondary schools, the main learning goal of students is to deal with the college entrance examination, so they only need to learn the contents of textbooks well. However, in the education of colleges and universities, the teaching goal is to let students deal with future work, so the requirements for hardware facilities are higher than those of primary and secondary schools. University teaching is composed of theoretical knowledge and practical training. Therefore, if the hardware facilities can not keep up with the demand, the teaching effect of the school will be affected. However, in many colleges and universities, due to the limitation of funds, the hardware facilities of the school are not perfect enough to meet the learning needs of students. For example, the sculpture professional school can not provide students with too many materials, which leads to the students' inability to carry out practical training frequently, and makes the school's education center focus more on the study of theoretical knowledge. Students can not timely integrate their learned content into the actual life, which is not conducive to the survival and development in the future.

## **3. The significance of cultivating creative talents in colleges and universities**

### **3.1 Providing students with the most basic survival skills**

With the progress of society, the demand of enterprises for talents is also increasing year by year. Cultural and creative industry is a new enterprise emerging under the background of economic globalization. It mainly takes creativity as the core. Cultural and creative industry includes animation production, culture and art and other majors. The learning of these majors is inseparable from the creativity of students. The most important task of colleges and universities is to teach students the knowledge needed for their majors, so that students can adapt to their future work faster. Therefore, cultivating creative talents in colleges and universities can cultivate the most basic skills for students in their future work. Only by learning the basic knowledge well and applying it skillfully to daily life can we gain a firm foothold in the cultural and creative industry. Major enterprises also need creative employees, who can bring wealth to enterprises. Therefore, colleges and universities need to cultivate and innovate creative talents, so as to ensure that students can meet the requirements of enterprises and survive in the society after graduation.

### **3.2 Providing a talent base for national development and promote social progress**

With the development of economic globalization, cultural and creative industries have an increasing impact on society. The development of the country is inseparable from the cultivation of talents. China's prosperity is formed by the joint efforts of talents from all walks of life. University is a stage of transition from student state to working state. At this stage, students need to complete the reserve of theoretical knowledge and practical training in school to adapt to social life in advance. Higher education enables students to adapt to the work content faster and better, integrate into the work better, and make contributions to the development of enterprises as soon as possible. The development of creative talent training and innovation in colleges and universities will directly affect whether the cultural and creative industry can recruit corresponding talents, and related to the development of enterprises. Only when students efficiently complete the learning of the knowledge they should master in school can they contribute to the development of enterprises. Therefore, colleges and universities need to do a good job in the cultivation and innovation of creative talents, provide talent basis for the development of enterprises and promote social development.

## **4. Under the background of cultural and creative industry, the strategy of cultivating creative talents in colleges and universities**

### **4.1 Increasing capital investment and strengthening school hardware facilities**

The construction of hardware facilities is an indispensable part of higher education, which is related to whether the school can better complete the practical training of students. The construction of hardware facilities can enable students to better combine theoretical knowledge with work. The replacement of hardware facilities requires a lot of funds. Therefore, relying only on the national allocation may not be able to meet the financial needs of the school. The school can expand investors and cooperate with social enterprises to provide sufficient funds for the school. For example, in the teaching of music production specialty, the school needs to provide special music classrooms for students of this specialty, which need to be equipped with highly configured computers and speakers with good sound quality. Sculpture majors need to provide students with sculpture classrooms, various tools needed for sculpture, sufficient soil, etc., in addition, schools need to regularly organize students to visit sculpture exhibitions. These majors need sufficient funds as a guarantee to meet the needs of students and improve their innovation ability.

### **4.2 Building a high-quality team of teachers to provide educational guarantee for students**

The level of teachers' ability also determines the learning effect of students to a great extent. Therefore, building a professional teachers' team is also very important for the cultivation of creative talents in colleges and universities. Only when teachers have solid professional knowledge as the foundation can they teach a group of high-quality students. When recruiting teachers, colleges and universities need to raise the recruitment threshold, grasp the screening of teachers, and prohibit the employment of those who are incompetent and incompetent for teaching. In addition, teachers who have been employed, especially senior teachers who have been teaching for a long time, need to lead teachers to conduct regular training and instill new ideas into them, so that teachers can innovate their own classroom content and improve the overall quality of school teachers according to the development requirements of the times. Teachers in colleges and universities also need to carry out lifelong learning, always pay attention to the dynamics of their majors, grasp the direction of the times, and do a good job in each class, so that students can really learn useful things during class.

### **4.3 Strengthening communication with social enterprises and providing students with opportunities to play**

In the last semester of colleges and universities, students are often allowed to go out for practice and get in touch with the future work content in advance. Therefore, when selecting cooperative enterprises, the school should comprehensively evaluate each enterprise and find out the most suitable enterprise for students' internship. In addition, except the internship period, it is also necessary to organize students to strengthen communication with enterprises. Compared with formal enterprises, there is a certain gap between school training and formal enterprises. Therefore, it is necessary to regularly organize students to visit enterprises. For example, in the major of animation production, the school can organize its students to study in animation production companies. Students can also give their own animation to their predecessors for communication and discussion. In the communication, they can find out their own shortcomings and accumulate some work experience. In addition, some projects of the enterprise can also be completed by drawing some students together with the

internal employees of the company, so as to provide students with the opportunity to give full play to their strength. In this way, students can not only really understand the future work content, but also encourage students to study hard and improve their innovation ability.

## **5. Conclusion**

Only with sufficient creative talents can the society develop better. As units that directly export talents to society, colleges and universities should pay attention to talent training. Schools need to increase the investment of educational funds, strengthen the hardware facilities of schools, and improve the quality of teachers; We should also provide students with opportunities to play, use various ways to improve the teaching quality of the school, serve the students, and train students, so as to become innovative talents, and lay a solid foundation for the development of society.

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