

# Practice and Exploration of Short Video Application in Anime and Comic Teaching in Higher Vocational Education

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**Abstract:** With the rapid development of mobile internet, short video applications have become a very popular form of media. Compared to traditional text and images, short videos are more vivid and intuitive, providing a richer visual experience. In recent years, short video applications have gradually been applied in university teaching, becoming a new teaching method. This article explores the integration research and practice of short video applications in the teaching of anime and comic majors in vocational colleges.

**Keywords:** Short Video; Vocational School; Anime and Comic

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## 1. Overview of Short Video Development

The theoretical basis for the application of short videos in teaching mainly comes from social cognitive theory and the theory of multiple intelligences. Social cognitive theory suggests that learners need to communicate and interact with others during the learning process in order to better acquire knowledge. Short video applications can provide scenarios for communication and interaction, allowing learners to better understand knowledge. The theory of multiple intelligences suggests that everyone's intelligence and learning abilities are different. By using various learning methods, students' diverse learning needs can be better met. Short video applications are a diverse learning approach that can stimulate students' interest in learning through visual, auditory, and other means.

Short videos refer to videos with a duration controlled between 1-5 minutes, typically captured, edited, shared, and watched through mobile applications. It first appeared on some new social platforms, such as Microblog, Facebook, Twitter, etc., and then it was widely used on mobile social applications, such as the most popular social applications such as Tiktok, Kwai, Little Red Book, etc. With the rapid popularization of mobile internet and smartphones, as well as the development of social media, short videos have gradually penetrated into various industries and become a new form of media. The development of short videos can be traced back ten years ago, when video websites such as YouTube began to become popular. However, due to bandwidth and device limitations, the video duration is relatively long and requires certain professional skills and tools to be produced, and with the rapid popularization of mobile internet and smartphones, short video applications are beginning to emerge. In 2016, short video applications began to rise, and short video applications such as Tiktok and Kwai began to flourish, becoming a new social media platform. These applications allow users to capture, share, and watch short videos anytime, anywhere through a simple and easy to understand operating interface. At the same time, they also add diverse special effects and filters, increasing the entertainment and fun of videos.

The booming development of short videos has brought huge business opportunities. Brand marketing merchants have launched various short video advertisements on this platform to increase exposure and product awareness. Meanwhile, short videos, as a new form of education, have been applied to various levels of education and become a new teaching method. The development of short video applications has allowed people to see new diversification in emerging markets, while also providing more and more convenient ways of entertainment for people's lives.

## 2. Current Development Status of Anime and Comic in Higher Vocational Education

Vocational anime and comic (a digital media technology) is an emerging profession that has developed rapidly in recent years and is considered one of the important talent cultivation directions for the future digital culture industry. The following is a main summary

of the current development status of vocational anime and comic:

(1) Career needs: In recent years, the application of digital media technology in various industries has become increasingly widespread, driving the sustained growth of anime and comic production, game development, film and television post production, and other fields. Therefore, there is a high demand for professions related to digital media technology, among which vocational anime and comic graduates have become an important force in the digital media industry year by year, with good employment prospects.

(2) Content of courses: The teaching content of vocational anime mainly includes digital painting, 3D modeling, anime and comic production, film and television post production, among which 3D technology and anime and comic production are the key training directions. At the same time, in order to meet the needs of the industry, many vocational anime majors have offered courses related to game development.

(3) Pan-entertainment: The growth rate of the domestic anime and comic market is very fast now, and anime and comic are widely used in various fields such as games, toys, cultural tourism, etc. With the continuous growth of the pan-entertainment market, vocational anime and comic graduates also have more job opportunities.

(4) Teaching meeting: To avoid the limitations of the depth and breadth of knowledge among vocational anime and comic students, vocational education has actively carried out teaching conferences in recent years, absorbing external experience and insights, and strengthening the professionalism and practicality of the training direction, such as participating in game development competitions, anime and comic competitions, anime and comic culture lectures, and so on.

Overall, with the continuous development of digital media technology, the prospects for the development of vocational anime are still bright. Students need to pay attention to improving their development skills and accepting new trends in the anime industry in order to better adapt to market demand.

### **3. Animation Short Video Features**

#### **3.1 Animation short videos are an emerging form that has received much attention in recent years, with the following characteristics and application fields**

(1) Short duration: Short animation videos are mainly designed for mobile end users. The video duration generally does not exceed 5 minutes, or even shorter, and can be viewed at any time. It is suitable for fragmentation time periods, and users can browse anytime and anywhere.

(2) Diversification: Animation short videos have developed various styles, such as parody, humor, plot, life, etc., and diverse themes can attract a wider audience.

(3) Interactivity: Animation short videos have a certain degree of interactivity, and viewers can participate through likes, comments, sharing, and other means.

(4) Creativity: Short animation videos can receive more feedback with less investment, so they have high creativity and can fully unleash the imagination and creativity of creators.

#### **3.2 Application fields**

(1) Game promotion: Game development companies can promote game content through animation short videos to attract more users.

(2) Brand promotion: Enterprises can animate brand characteristics and cultural stories to attract more user attention and favor.

(3) Education promotion: Using animation short videos for teaching can enhance teaching interaction, attract students' interest, and enhance the framework memory of knowledge.

(4) Social entertainment: On social entertainment platforms, entertainment and communication can be achieved through animation videos, sharing daily life anecdotes and funny clips.

In short, animation short videos have the characteristics of diversity, creativity, and interactivity, and can occupy a certain market share in different fields. With the continuous development of technology, the application fields of animation short videos will also continue to expand and create more commercial value.

### **4. Application Fields of Animation Short Videos**

We will focus on the widespread application of animation short videos in current fields, including fields, forms, and expressions. With the popularization of mobile internet, short videos have gradually become the main way for people to access information, entertain and relax. Among them, animation short videos are becoming increasingly popular due to their rich forms, diverse expressive techniques, and creative scenes.

Firstly, animation short videos have been widely used in advertising and brand promotion. Due to the ability of animation videos to fully showcase the characteristics of advertising and brands, as well as leave a deep impression, advertisers and brands are willing to invest more in animation short video advertising and promotion. Many brands also use animation short videos to create their own promotional image, enhancing brand influence and user stickiness.

Secondly, animation short videos have also been widely used in publicity, education, and other fields. They can be used to promote a company's products, services, etc., increasing users' understanding and trust in the brand. Meanwhile, in the field of education, many public welfare organizations use animation short videos to popularize knowledge to the public, allowing users to easily and happily receive some new knowledge, helping people better understand society and the world. In addition, the diversity of expression forms of animation short videos is also one of the reasons why they are loved by people. For example, page turning animation and flat design are widely used in short animation videos. Due to the richness of expression techniques and the pioneering creativity, animation short videos have become a field full of creativity and innovation.

In short, the widespread application of animation short videos at present intuitively reflects its effectiveness in communication and the recognition of the audience. At the same time, it also reflects that the emergence of animated short videos has provided rich materials and visual expressions for various advertising, publicity, and entertainment programs, becoming an emerging form of expression.

## 5. Conclusions

Short video application is a very valuable and innovative teaching method in the teaching of anime and comic majors in vocational colleges. By integrating short video production and creation, not only can students' hands-on skills and innovative thinking be strengthened, but it also helps to improve their anime and comic production and expression skills. This article has proposed how to effectively integrate professional courses and practices through short video applications in the teaching of anime and comic majors in vocational colleges. Among them, we explored the specific application methods of short video applications in anime and comic principles, character design, storyline, film and television post production, etc. We also shared some practical cases to deeply explore how to use short video applications to improve students' teaching effectiveness and quality.

From a teaching perspective, short video production can enable students to actively participate and exercise their creative thinking. In practice, the application of short video technology can help students better grasp modern art forms and synchronize with the times faster and better. At the same time, short video production can also expand teaching methods and forms, promote students' cross-border learning, and improve their comprehensive quality and abilities.

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